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PUBLISHER'S BINDING

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 62 NEW YORK, U. S. A., THURSDAY, APRIL 1, 1954 TEN CENTS

PRESIDENT SIGNS TAX BILL; NEW SCALES START TODAY

Public, Also, To Benefit From Tax Cut

By MURRAY HOROWITZ

The public, as well as the exhibitor, will benefit from the Federal admission tax reduction, which goes into effect today, it was shown by a MOTION PICTURE DAILY poll of exhibition plans.

Although no clear ticket-price pattern is evident at this stage, it is apparent that the national average admission price will drop, thereby resulting in a saving to the public. This is apparent on the basis of exhibition plans across the U. S., to reduce prices in some instances, but virtually nowhere to raise prices. Such action will lower the national admission evening price average of 48 cents net, plus the old 20 per cent Federal tax, resulting in a gross national evening average price of 58 cents.

What the new average will be is too early to tell, but the new excise tax on admissions will put an estimated $122,250,000 per year more for disposal, in the hands of exhibition. The national average admission price figure of 48 cents, exclusive of the 20 per cent tax, and

(*Continued on page 3*)

Tax Law More Than Treasury Wanted

WASHINGTON, March 31.—Secretary of the Treasury Humphrey admitted that the admissions tax relief in the new law goes a little further than the Treasury wanted.

He made the statement when Sam Pinanski and Robert Coyne called on behalf of the Council of Motion Picture Organizations to thank him for his help in getting reduction of the 20 per cent levy. In testimony before Congress, Humphrey had listed the film industry as one of the few industries which he felt entitled to excise relief.

Time To Serve Schine Extended

BUFFALO, March 31.—Federal Judge John Knight has approved an order which extends until April 6 the time for serving J. Meyer Schine, vice-president of Schine Theatres, Inc., with a show cause order in criminal and civil contempt proceedings.

Schine, along with other officers of the company, and six corporations are named in the actions.

The extension has been granted at the request of U. S. District Attorney

(*Continued on page 6*)

No Eisenhower Comment As He Affixes Signature; Industry Officials See Lower Rates Saving Thousands of U. S. Theatres

By J. A. OTTEN

WASHINGTON, March 31.—It's now the law.

Starting tomorrow, tickets costing 50 cents or less will be exempt from Federal admissions tax, and the tax on the higher-priced tickets will be 10 per cent, rather than 20 per cent as heretofore. President Eisenhower made the new rates official when he signed, at 3:15 EST today, the excise tax bill passed by Congress yesterday. That bill made the new admission rates effective April 1.

Industry officials have been counting on the admissions tax relief to give the industry a major shot in the arm. They have claimed that the exemption and the lower tax rate will save thousands of small theatres from going out of business and may even bring the reopening of many theatres now closed. In many cases. it will permit exhibitors to buy new sound and projection equipment they could not otherwise afford or to undertake long-delayed remodeling.

The President signed the bill this afternoon without ceremony or comment. However, at this morning's press conference, he had said he hoped that all the excise cuts in the bill would act as a stimulant to business generally.

The President declared that the revenue loss in the bill was more than he had originally recommended, but he realized that this field was open

(*Continued on page 3*)

RKO's Assets Go to Hughes

WILMINGTON, Del., March 31.—Sale by RKO Pictures Corp. to Howard Hughes of all its assets and properties for $23,489,478 was consummated today by the transfer to Hughes of such assets and properties and the payment by him to the corporation of the purchase price in cash.

The corporation will, as soon as

(*Continued on page 7*)

Censor Boards Eye Seal-less 'Sinbad'

RKO Pictures' "Son of Sinbad," which as yet has not been granted a Production Code Seal, is being submitted to various state censorship boards for their judgment, it was learned here yesterday.

The second rejection by a state cen-

(*Continued on page 7*)

Decision Unanimous

Court Dismisses Poster Suit Against NSS and Majors

PHILADELPHIA, March 31. — The U. S. Court of Appeals here, by unanimous decision, today dismissed the suit of Independent Poster Exchange of Philadelphia against National Screen Service Corp. and all motion picture producers and distributors. The Philadelphia company, headed by Mitchell Pantzer and Charles Lawler, charged the defendants with conducting a monopoly, in violation of the anti-trust laws, with respect to standard accessories and posters.

In 1953, Chief Judge Kirkpatrick of the U. S. District Court in Philadelphia granted the motion made by Louis Nizer of Phillips, Nizer, Benjamin and Krim, attorneys for NSSC, and by Earl Harrison, of Schnader, Harrison, Segal and Reeves, attorneys for the motion picture distributors, to dismiss the action. The plaintiffs, represented by Francis T. Anderson, of Gray, Anderson, Schaffer and Rome, appealed to the U. S. Court of Appeals, and this appeal was argued by

(*Continued on page 7*)

TOA LAUDS COMPO ON VICTORY

A telegram of congratulations to the Council of Motion Picture Organizations' tax repeal team and to the COMPO governing trio was sent yesterday by Walter Reade, Jr., on behalf of the Theatre Owners of America, of which he is president. The telegram was sent to Robert Coyne, special counsel of COMPO; Pat McGee, Sam Pinanski, Col. H. A. Cole, Wilbur Snaper and Al Lichtman. The message read:

"We, of the Theatre Owners of America, send you our warmest and most appreciative thanks for your very successful efforts in bringing to the industry the sorely needed relief from oppressive taxes. What you accomplished will never be forgotten in our hearts and in our minds. Never in our industry history have so few done so much for so many."

A similar telegram was sent by the Metropolitan Motion Picture Theatre Association.

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Personal Mention

WILLIAM F. RODGERS has returned to New York from Florida.

•

MARTIN STARR, manager of the Hollywood bureau of Quigley Publications, will leave here tomorrow for the Coast, where he will assume his new post on Monday.

•

PHIL HYAMS, of Eros Films, and BOB GOLDSTEIN have left for London on a B.O.A.C. Monarch. HARVEY ORKIN will leave today, also by B.O.A.C., for Montego Bay, Jamaica.

•

JAMES MCCARTHY, Connecticut district manager for Stanley Warner Theatres, is in Boston from Hartford for surgery.

•

ANDREW MEDICI, assistant manager of the Stanley Warner Capitol Theatre, Worcester, Mass., has resumed his duties there following an illness.

•

BEN GOETZ, M-G-M production head in England, will leave New York tomorrow for London.

•

R. E. WARN, Westrex Corp. Hollywood division manager, has arrived in New York from the Coast.

•

LEE KISSNER, office manager of the RKO Radio exchange in New Haven, Conn., has resigned.

•

FRANK KING, of King Brothers Productions, arrived here yesterday from Hollywood.

•

C. F. MCDANNELL, formerly of Birmingham, Ala., has been named manager of the Royal Theatre, Hogansville, Ga.

•

HAROLD LORIMER is now manager of Hamrick's Liberty Theatre in Portland, Ore.

•

AL O'KEEFE, Pola-Lite vice-president for distribution, left here yesterday for Detroit.

•

EMERSON YORKE, producer, has returned to New York from Florida.

•

ROBERT TAYLOR is due in New York from Hollywood on Sunday.

Goldwyn Reissues to State Rights Firms

Eight Samuel Goldwyn reissues will be distributed through state rights organizations in approximately 25 exchange cities. Deals are now being set with independent distributors by Robert Mochrie, Goldwyn's sales manager.

Seven of the eight films have been selected and the eighth will be announced shortly. Titles of the pictures, which are owned by Howard Productions, headed by Mrs. Samuel Goldwyn, are "The Westerner," "Dead End," "Barbary Coast," "Adventures of Marco Polo," "Nana," "Come and Get It" and "The Cowboy and the Lady."

Chicago Grosses Off; 'Eternity,' 'Holiday' Hypo Subsequents

CHICAGO, March 31.—First-run business still is below normal here, with bad weather striking an additional blow in the form of an unseasonally heavy snowstorm earlier this week. Bright spots in an otherwise dull picture are the Monroe, where "Act of Love" should top $11,000 in an excellent second week; the Surf, where "Genevieve" is turning in its fourth consecutive session at $6,000 or better, and the Palace, where "This Is Cinerama" is knocking out a good $33,000 in its 35th week.

Also satisfactory are "Rhapsody," hitting $21,000 in its second week at the Woods; "Riot in Cell Block 11" and "Highway Dragnet," giving the Roosevelt a good opening round of $22,000; "The Command," coming back with $17,000 after a disappointing opening of $22,000 at advanced prices, at the United Artists, and "Night People" opening a bit below expectations with $30,000 indicated for the first week at the Oriental.

'Everest' Disappointing

On the downbeat side, "Conquest of Everest" continues to disappoint at the Ziegfeld, turning in a slow fourth week at $2,500, and "Rose Marie" dipping below $20,000, also in its fourth week, at the State Lake.

Other figures, none particularly impressive, include "Phantom of the Rue Morgue," around $40,000 in its second week at the Chicago, and "Rob Roy," $10,000 in its second round at the Loop. "The Golden Coach," Italian import, continues in its second week at the Carnegie, hitting a good $4,500.

In the subsequent runs, "From Here to Eternity" and "Roman Holiday," both of which figured prominently in the Academy Awards, did excellent business over the weekend in the houses that picked them up for repeat runs in order to cash in on the publicity they gained from the annual awards telecast last week.

Golden to Germany For Cologne Fair

WASHINGTON, March 31.—Nathan D. Golden, head of the Commerce Department's film section, has left for Cologne, Germany, to represent the department at the Cologne International Photographic Trade Fair.

While in Germany, he will confer with German government officials concerning the American and German photographic industries, and will then take a short vacation in Europe.

Max Patterson, 62

WAYNESBORO, Va., March 31.—Col. Max Patterson, 62, president of the Waynesboro Theatre Corp., operating the Cavalier and Wayne, is dead. A graduate of Virginia Military Institute and World War I veteran, he was active in other civic and business ventures. He is survived by his widow, one brother, four sisters, and a number of nieces and nephews. Both theatres closed during funeral services.

Studio Workers' Pay Rose in Feb.

HOLLYWOOD, Mar. 31.—Average earnings of craft workers in studios rose to $118.93 in February from $116.84 in January, the California Division of Industrial Relations report revealed. Work week averaged 40.5 hours, in February, compared with 40.7 hours in January, marking the first time in a year or longer that the average earnings have increased in the face of a decrease in average hours worked.

Union-Favored T-H Provision Approved

WASHINGTON, March 31.—The Senate Labor Committee approved a bill to overhaul the Taft-Hartley law, including a provision long sought by studio unions.

The provision would cut from 30 days to seven days the time within which workers must join unions at studios having union shop contracts. The studio unions have argued that the present 30-day waiting period frequently means, in view of the limited duration of individual studio job assignments, that workers never have to join unions; the unions claim that a person can work on one job, finish that job before 30 days, get another job, and finish that one before 30 days.

The House Labor Committee, working on its Taft-Hartley bill, is expected to approve tomorrow or Friday a similar provision.

President Eisenhower had recommended the seven-day waiting period. The Senate committee bill, approved by a 7 to 6 party-line vote and over bitter Democratic protests, includes most of the President's other recommendations.

Changes Announced In IFE Sales Staff

Two changes in the Italian Films Export sales organization were announced yesterday by Bernard Jacon, vice-president in charge of sales and distribution.

A. J. Herman becomes Northeast district manager effective April 5, under Seymour Schussel, Eastern division manager. Herman replaces Ellis Gordon who has resigned.

The resignation of Albert E. Rook was also announced by Jacon. Rook's resignation as Southern division manager will take effect May 1.

Re-elect All Officers Of Gulf States Allied

EDGEWATER PARK, Miss.—March 31.—Abe Berenson, president; F. G. Pratt, Jr., vice president; T. G. Solomon, treasurer; J. V. O'Quinn, secretary, and L. C. Montgomery, chairman of the board, were reelected yesterday by Allied Theatre Owners of the Gulf States.

New directors chosen were Berenson, Claude Dorce, L. C. Montgomery and Ed Ortte.

Skouras Says 20th Welcomes New Media Advances by Others

BALTIMORE, March 31.—In introducing CinemaScope, 20th Century-Fox had only one purpose and that was a return to industry prosperity, Spyros Skouras, president, said here last night at a dinner given in his honor by the Baltimore Variety Club tent.

"We will not be deflected from it because we are convinced that all the exhibitors eventually will realize that only a superior medium and only superior entertainment will enable them to survive."

However, Skouras asserted that 20th-Fox would "welcome and embrace any and all other advancements that any other company can achieve to contribute to this goal of superior entertainment."

All Officers of WB Reelected by Board

All officers of Warner Brothers Pictures were reelected at a meeting of the board of directors here yesterday. The re-named officers were: Harry M. Warner, president; Albert Warner, vice-president; Jack L. Warner, vice-president; Herman Starr, vice-president; Stanleigh P. Friedman, vice-president; Samuel Schneider, vice-president; Benjamin Kalmenson, vice-president; Mort Blumenstock, vice-president; Robert W. Perkins, vice-president; Albert Warner, treasurer.

Also Cyril H. Wilder, assistant treasurer; Robert W. Perkins, secretary and general counsel; Harold S. Bareford, assistant secretary; Edward K. Hessberg, assistant secretary; Roy Obringer, assistant secretary; Samuel Carlisle, controller; Thomas J. Martin, auditor; and Walter Meihofer, assistant controller.

The board also declared a dividend of 30 cents a share, payable on May 5 to stockholders of record on April 16.

Allied Artists Market New Preferred Issue

Allied Artists' 150,000-share block of 5½ per cent preferred stock was placed on the market this week by Emanuel, Deetjen & Co. The price was $10 a share.

The new $10 par senior equity issue will be convertible into the company's common stock at the rate of 2.16 common shares for each preferred share.

Optional redemption price is $11 a share, and for the sinking fund the price is $10.50.

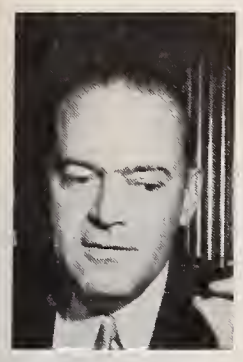
UA To Release 5 Films During April

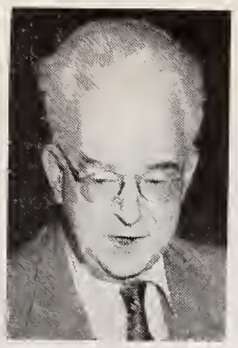
United Artists will release five pictures, including two re-issues, during April, William J. Heineman, vice-president in charge of distribution for UA, announced here yesterday.

Two westerns, "Southwest Passage" and "The Lone Gun," along with "Heidi" were named by Heineman. "Champion" and "Home of the Brave" are the re-releases.

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KEY FIGURES IN ACHIEVING TAX REDUCTION


Robert Coyne


H. A. Cole


Pat McGee


Wilbur Snaper


Al Lichtman


Sam Pinanski


T. T. Rembusch

Months of work terminated for these men and others yesterday when President Eisenhower signed the bill that reduced and readjusted the Federal admissions tax. Spearheaded by Robert Coyne, special counsel for the Council of Motion Picture Organizations, which waged the tax campaign, the COMPO triumvirate and tax committee yesterday were receiving congratulations from exhibitor organizations throughout the country.

New Scales

(*Continued from page* 1)

to discussion and differences of opinion. The cuts probably will stimulate business, he added, and for that reason he wholeheartedly is accepting the reductions voted by Congress.

The Council of Motion Picture Organizations said it thought that as many as 1,000 theatres which are now closed might reopen in the future as a result of the tax relief.

A statement issued by Col. H. A. Cole and Pat McGee, co-chairmen of COMPO's tax committee, expressed appreciation for the relief voted by Congress and said exemption of tickets costing 50 cents or less would remove the threat of bankruptcy from more than 4,800 small-town theatres, virtually all of which charge admissions of 50 cents or less, and would put on a sounder footing another 1,300 theatres which are now also in a marginal position.

Moreover, Cole and McGee predicted, "A large number, perhaps as many as 1,000, theatres which were forced to close their doors because of the losses caused by the tax, will renew operations in the near future."

The COMPO statement emphasized that about 2,300 of the theatres which will now be permitted to remain open are in single-theatre towns, thus preserving the only source of public entertainment in those areas.

COMPO estimated that about 9,000 of the approximately 18,000 theatres in the country would benefit from the exemption of lower-priced tickets, since children's and matinee admissions charged by these theatres would be freed from tax.

Finally, COMPO said, many exhibitors will now be able to afford to install new sound and projection equipment, air-conditioning equipment, new-model seats and other facilities which they have put off buying for lack of money and uncertainty as to their future operations.

In a separate statement, Sam Pinanski, co-chairman of the COMPO governing committee, cautioned that despite the help the industry will get from the tax relief, many industry problems still remain to be solved. He warned that the industry must continue to work to solve these problems.

"The tax relief granted by Congress is in fact an economic respite which will give us the opportunity to re-group our forces and to renew vigorously our joint efforts to eliminate serious intra-industry issues which we have necessarily deferred," Pinanski stated. "Pending the outcome of the tax fight, we devoted all energies to that problem. We now have the chance to put the industry on a sound economic footing—to strengthen and make secure all its branches, but we cannot afford to procrastinate.

"The potency of intra-industry cooperation has been amply demonstrated. It must continue. We must plan the establishment of a strong, solidly-based, permanent intra-industry organization. We cannot look to the government for a handout or a subsidy."

On behalf of himself and the other two COMPO co-chairmen—Al Lichtman and Wilbur Snaper—Pinanski extended the industry's apperciation to Cole, McGee and to COMPO's special counsel, Robert Coyne, for their leadership in the tax fight.

Public to Benefit by Lowered Tax

(*Continued from page* 1)

the $122,250,000 estimate was received from the Council of Motion Picture Organizations, the all-industry organization which successfully waged the tax campaign.

In New York, along Broadway, key show cases, including the Radio City Music Hall, Paramount, Roxy, Capitol and Loew's State, announced price reduction plans yesterday. The Music Hall said it will scale its prices downward from 90 cents to $1.80 to a new top of $1.55 weekdays and $1.65 on weekends. The Capitol and State announced a cut in the top price from $1.80 to $1.65, retaining the 80-cent opening price. Both the Roxy and Paramount disclosed plans to reduce top prices, but did not specify the new price structure yesterday which they plan to adopt.

Some Prices Retained

Retaining the same price on Broadway will be the Globe and Mayfair, it was stated, with the top ranging from $1.50 to $1.80 on a "special picture." All prices quoted, it should be added, include the new 10 per cent Federal tax. A spokesman for the Astor, Victoria and Bijou said that no decision on price structure has been decided upon as yet. There were indications yesterday that competitive Broadway houses will be watching each other, ready to make readjustments, if found wise.

On a national level, "flexibility" was the key word from home office spokesmen of such large circuits as American Broadcasting-Paramount Theatres and Stanley Warner. Decisions for such circuits, it was explained, will be made on a local level, with such factors as local economic conditions, competition and the theatre-run being weighed.

In the East, Harry Brandt, head of the circuit bearing his name, said he will retain the tax saving wherever possible. Spokesman for such circuits as Prudential Theatres, United Artists Theatres, Fabian Theatres, Skouras Theatres, Loew's and RKO Theatres said each individual situation will be considered separately. As of late last night, the price problem was being discussed in separate meetings of circuit officials.

In the West, exhibitor policy regarding the new price structure, was in a state of flux yesterday, with both circuits and independents reserving concrete comment.

Little Change Indicated In Los Angeles Area

HOLLYWOOD, March 31. — Reduction of the Federal admissions tax will not be reflected in the overall admission prices in this territory, in the immediate future, at least, it was indicated by exhibitors queried here today.

National Theatres, which often keynotes general practice here, declined a direct statement, but referred to the COMPO advertisements in "Editor and Publisher."

The United Artists and Paramount circuits both indicated they will not pass the saving on to the public. Fanchon & Marco pointed out that most of its theatres are in the 50 and 60-cent bracket and will undergo no change. The policy for the first run houses has still to be decided.

Cleveland Subsequent Maintaining Scales

CLEVELAND, March 31.—A survey of Greater Cleveland first subsequent run theatres, including those of Associated, Community, Modern, Washington, Warner, RKO and Loew's circuits, indicate they are maintaining their admission scales despite the Federal tax cut. Some theatres are adjusting scales to eliminate traffic in pennies.

Looks Like the 'Status Quo' For Chicago Exhibitors

CHICAGO, March 31. — Orders pouring in to ticket printers here indicate that most exhibitors in this area intend to hold their prices at the present level and pocket the saving from reduction of the Federal admissions tax. Except for a few minor downward adjustments to get away from charging uneven prices

(*Continued on page* 6)

Old Tickets Good 30 Days

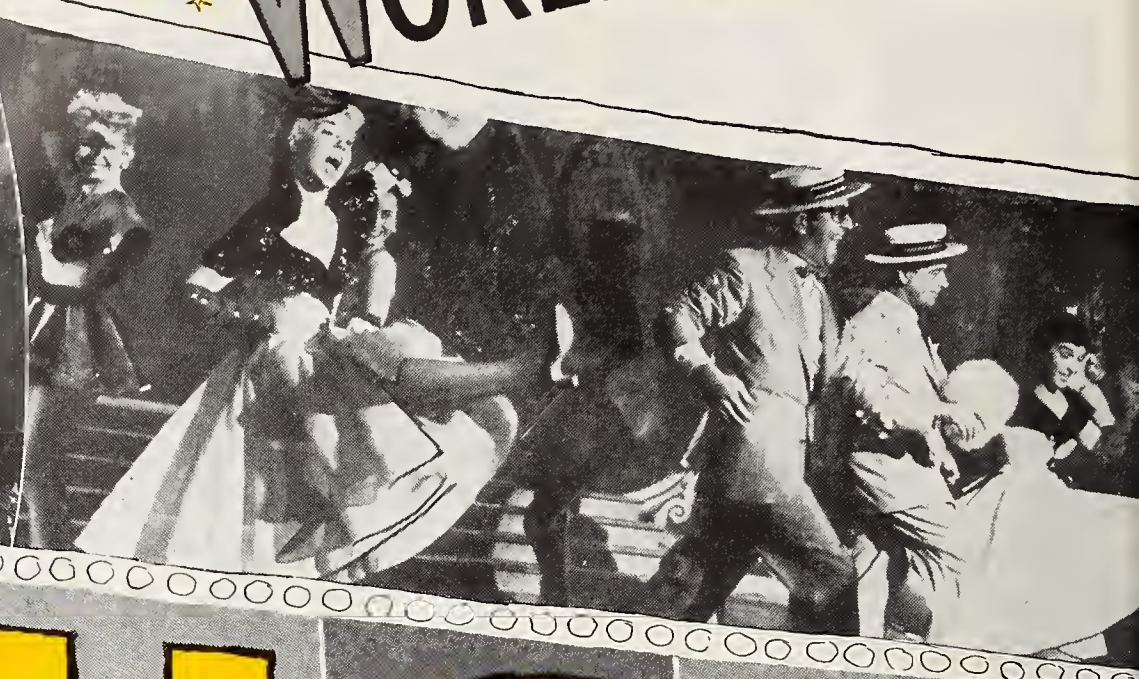
The Internal Revenue Department has informed the Council of Motion Picture Organizations that exhibitors will be allowed "at least 30 days" in which to "correct" their tickets to conform with the new Federal admission tax scale.

COMPO was told that exhibitors would not have to over-stamp their tickets if they display in a prominent place a sign telling what the "true price" and the "true tax" is on each ticket.

It was indicated that the 30-day period might be extended. Robert Coyne, COMPO special counsel, said that he regarded the policy as a liberal one.

WORLD PREMIE





LUCK

CINEMASCO

10 NEW SONG HITS BY THE ACADEMY AWARD COMPOSERS

(FOR DORIS' 'Secret Love') SAMMY FAIN AND PAUL FRANCIS WEBSTE

WARNER BROS.' ULTRA-NEW LOOK IN MUSICALS!

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They're hearing 'em everywhere 'I SPEAK TO THE STARS' ✓ 'BLUEBELLS OF BROADWAY' 'TAKE A MEMO TO THE MOON' ✓ 'LOVE YOU DEARLY' ✓ 'HIGH HOPES' ✓ 'PARISIAN PRETTIES' 'SUPERSTITION SONG' ✓ 'I WANNA SING LIKE AN ANGEL' ✓ 'MEN' ✓ 'LUCKY ME'

WITH EDDIE FOY, JR. · NANCY WALKER · MARTHA HYER · BILL GOOD

Screen Play by JAMES O'HANLON, ROBERT O'BRIEN and IRVING EL

THREE THEATRES IN MIAMI NOW!



and then its sunshine spreads across the land!!!

ME

When you play it, you'll say it!

'Lucky Me'



WARNERCOLOR AND STEREOPHONIC SOUND

SILVERS

EL DALIO · HAYDEN RORKE · JAMES BURKE

From a Story by JAMES O'HANLON • Music by Sammy Fain Lyrics by Paul Francis Webster • Musical Direction by Ray Heindorf • PRODUCED BY HENRY BLANKE • DIRECTED BY JACK DONOHUE

Tax Cut

(Continued from page 3)

such as 74 cents that were charged because of the old tax break-down, virtually all orders have been for tickets at prices exhibitors have been charging for the past few months.

Unofficial comment from leading circuits, such as Balaban & Katz, which takes the lead in establishing industry policy here, point toward the retention of the status quo in prices, with many independents waiting to see what action the circuits take.

Many in Salt Lake City Plan to "Wait and See"

SALT LAKE CITY, March 31.—The tendency of exhibitors regarding reductions in admission rates is to "wait and see." Ray Hendry, of Intermountain Theatres, says prices Thursday will be the same as Wednesday. Dave Edwards, of Lawrence Theatres, said he won't know until he studies the bill just what will be done.

Wid Cohen, who buys, books and sets policy for several houses, says the change from 60 to 50 cents, for tax-free admissions, has caused theatres to take a second look before altering prices. Those charging 55 cents admission, including tax, are in this category.

Jack McGee, Fox-Intermountain division manager, says prices will remain the same at least for a few days. Neighborhoods and drive-ins are waiting to see what the downtown houses will do. Country theatres are expected to maintain the present price admissions, as this will mean the difference between life and death.

Some Situations Reducing, Others Not, in Nashville

NASHVILLE, March 31.—Reduction in theatre admissions tax was welcomed by operators in this section, but may not be widely reflected in lower prices. Evans Sprott, general manager of Bijou Amusements, said he absorbed the tax from the beginning, and that admissions are not due to be cut.

Rockwood Amusement Co., according to W. Russell Holder, president, will reduce in some situations, not in others. Both Sprott and Holder said they are losing patronage, but are not cutting schedules, because of the shortage of good quality film.

Crescent, according to K. C. Stengel, president, contemplates few if any changes. Crescent also reports a shortage of good film for small houses.

First-Run Admissions Lowered in Columbus

COLUMBUS, March 31.—Columbus first runs have lowered their weekday matinee and weekend evening admissions by five cents under the new tax law. Most neighborhoods say they need to retain the tax savings in order to show a profit. The average neighborhood admission is 50 cents.

Memphis Theatre Managers Undecided on Price Drops

MEMPHIS, March 31.—A check of all first run and leading neighborhood theatres here yesterday after the President had signed the new excise tax bill, revealed managers had not decided whether there would be any reductions in price on admissions.

Memphis Little Theatre announced prices would be cut from $1.80 to $1.50 since the entire 20 per cent tax on civic theatre tickets was eliminated altogether by the new law.

The 20 per cent admissions on theatre tickets were cut to 10 per cent on tickets costing more than 50 cents —which would include deluxe neighborhoods and first runs here. Theatre costs have increased, many managers and owners said, and it was likely there would be few admission reductions.

Reviews

"Diary of A Country Priest"

(Brandon Films)

ASENSITIVE and articulate film has been made of the French novel by Georges Bernanos. It ranks among the better current film imports. With intelligent sub-titles and English narrative by Claude Laydu, as the young priest, it attracts and holds audience interest throughout.

The action takes place in a vicarage, church and half-empty rented chateau. Director Robert Bresson has attained an impressive degree of realism. Despite a cast composed largely of non-professionals, performances are sufficiently convincing to make wholly believable people of the characters. Camera work is impressive, presenting village life which at times approaches documentary level.

Laydu is meticulous as the sensitive priest, who seeks to resolve his own spiritual doubts and conflicts amid the worldly problems of the people around him. From his very first days in the village he encounters hostility toward his honesty and direct simplicity. After arousing animosity among the villagers for what they think is his prying, he is forced to leave his parish for treatment of a serious illness.

Soon after, he succumbs to cancer in the squalid surroundings of an old seminary classmate. He maintains his faith until the end, although peoples' ideas about him have not changed. Madame Arkell's countess contributes to one of the most moving scenes in the film when confronted by the priest's burning faith. Andre Guibert as the Priest of Torcy, Laydu's confidante, creates a full and understanding character.

Named the "best foreign film" of the year at the Venice Film Festival, where it also won recognition for its photography, "Diary of A Country Priest" is a notable item for selective audiences. Leon Carre produced. Bresson wrote the script and additional dialogue.

Running time, 95 minutes. Adult classification. Release, April 5.

"Make Haste To Live"

(Republic)

ALTHOUGH "Make Haste To Live" has some scenes that are slow, it manages to build up enough suspense to keep spectators satisfied. A highly-charged dramatic chase at night, through the excavations of an old Indian village in which Stephen McNally accidentally falls from a cliff, is the picture's highlight.

Dorothy McGuire, as McNally's wife, is weighed with the burden of carrying the major role, and does an able job of running the gamut of emotions demanded of her as she fights the machinations of her ex-convict husband.

McNally plays the part of a charming, and yet cruel and dispicable cad, who returns from prison to ruin and terrorize the *sub rosa* life of his wife and daughter. The daughter is fetchingly played by May Hughes. McNally brings things to a boil by engaging in a robbery on the side.

William Seiter handled the producing and directing, working from a screenplay by Warren Duff based on a novel by the Gordons.

Running time, 90 minutes. General classification. Release date, not set.

22 in Production On Hollywood Lots

HOLLYWOOD, March 31.—Start of six pictures and completion of five others left the shooting-level at 22 at the weekend.

Starters: "Last Time I Saw Paris" and "Athena" (M-G-M); "Three Gobs in Paris" (U-I); "Bat Masterson, Bad Man" (Col.); "Night Music," Allan Dowling (RKO), and "Bandit," Josef Shaftel (Ind.).

Finished: "Bowery Boys Meet the Monster" (A-A); "I Was a Prisoner in Korea" (Col.); "Snow Creature," W. Lee Wilder, (Ind.); "White Orchid," Cosmos, and "Barefoot Contessa," Figaro, (U-A); "Tight Squeeze" and "Bengal Rifles" (U-I).

"Pit" to Normandie

The Arthur Davis release, "Pit Of Loneliness," starring Edwige Feuillere and Simone Simon, has been booked to open on April 8 at the Normandie Theatre. This marks the first French film to play this 57th Street house.

Hartford Drive-in Set For April 14 Opening

HARTFORD, March 31. — The Hartford territory's first drive-in theatre built with CinemaScope screen and stereophonic sound will have its opening about April 14. Sperie Perakos, general manager of the seven-unit Perakos Theatre Associates, has disclosed that the $200,000, 950-car capacity Plainville (Conn.) Drive-in, will include a 114-foot wide screen, a 75-foot wide glass-fronted concession building, and a four-lane box office.

Academy Office Here

Academy Pictures, Inc., has opened offices and studios at 588 Fifth Avenue here. The New York offices will serve as eastern sales and production headquarters for the making of color and black and white film commercials. The film company will also produce industrial, educational and training films. Edward Gershman is president and Moray Fautz is vice-president of the organization.

5 More Aid V.C. Dinner

Harry M. Kalmine, Samuel Rinzler, Louis W. Schine, Sol A. Schwartz and Joseph R. Vogel have accepted posts on the honorary committee for the United Artists 35th anniversary testimonial dinner to be sponsored by the Variety Club, Tent 13, in Philadelphia on May 5. Jay Emanuel is chairman of the dinner committee for the affair.

Editorial Cartoon Irks Chi. Showmen

CHICAGO, March 31. — Chicago exhibitors are aroused over an editorial cartoon in Monday's Chicago Daily News under the caption "Now, how about an Oscar for this guy?"

The cartoon showed a man holding an Oscar, with a tag reading "movie fan who sits through all the bum ones waiting for a good one."

Schine

(Continued from page 1)

John O. Henderson who said that federal marshals had been unable to find Schine in Florida where he was believed staying.

All the other defendants have been served subpoenas. They are: Louis W. Schine, Donald G. Schine, John A. May, officers of the corporation; Elmer F. Lux, president of Buffalo Common Council and Elmart Theatres, Inc., and Howard M. Antevil, attorney for Schine Theatres.

Corporations that were served are: Schine Chain Theatres, Inc., Schine Theatrical Co., Inc., Schine Lexington Corp., Schine Enterprises Corp., Schine Circuit, Inc., Chesapeake Theatres Corp., Hildemart Corp., Darnell Theatres and Elmart Theatres, Inc.

Not included in the show cause order for civil contempt were Lux, Donald G. Schine and Antevil. Started March 10, the contempt proceedings were returnable before Judge Knight on April 13.

The government contends that the defendants failed to carry out a Federal court order handed down in anti-trust action against the Schine organization and subsidiaries. In civil contempt action, the government asked the court to compel the defendants to carry out 1949 orders concerning continuance of alleged monopoly operations in theatre business.

Will Reopen Tepeyac Mexico City Studios

MEXICO CITY, March 31.—The Tepeyac studios here are to be revived, possibly before April 30, primarily to service Americans producing pictures in Mexico, it was announced.

Mexican interests headed by Miguel Aleman, Jr., son of the ex-President of Mexico will control the new enterprise. The semi-official Banco Nacional Cinematografico has, reportedly, approved fiscal phases of the plan.

At the same time, negotiations are in progress with the technical and manual workers sections of the Picture Production Workers Union, (STPC).

Tepeyac will serve Mexicans, but will cater to Americans in particular. It has been reported that John Ford will make two pictures here this year and will open offices to facilitate better service.

Small Fire Damage

MEMPHIS, March 31.—Patrons filed out of the Main Street Theatre here in an orderly manner when smoke was discovered coming from the air conditioning unit. The small fire, which resulted in damage estimated at $25, was believed to have been caused by a carelessly-thrown cigarette.

Poster Suit

(Continued from page 1)

Nizer and Anderson on behalf of the respective clients on Feb. 1, 1954.

The opinion of the Court of Appeals which upheld Judge Kirkpatrick's dismissal of the action and judgment for the defendants referred to the sublicensing of posters by NSSC to the Independent Poster Exchange and dismissal, with prejudice, of a prior law suit brought by such poster exchange against NS and several of the motion picture producers. The Court of Appeals held that the poster renter was barred from its present claim and that its accusations of economic duress would not be countenanced.

The Court of Appeals also held that even those motion picture producers and distributors in the prior action were absolved from liability, since their position was the same as those motion picture producers who had previously been sued. The action, which was thrown out of court, had been instituted in 1949. Extensive testimony had been taken of Lawlor and Pantzer, the plaintiffs; of Herman Robbins and George Dembow, of NSS, and of various executives of the motion picture producers such as William F. Rodgers, Ned E. Depinet and others.

Statement by Robbins

Robbins, president of NSSC, in a statement issued today, declared:

"The higher court's decision upholding Chief Judge Kirkpatrick's decision in favor of NS and the motion picture companies is gratifying and speaks for itself. We had never believed there was any merit to this attack and we therefore refused to engage in any settlement talk, but insisted upon obtaining legal adjudication.

"NSS will continue its efforts of rendering useful service at modest prices to exhibitors. One of the by-products of this litigation, which was not less satisfying than the favorable decision of the court, was the expression of good will and friendship from exhibitor associations — important exhibitor leaders — and thousands of small town grass-root exhibitors. We think this victory is theirs as well."

40 More Houses Add RCA Stereo Sound

CAMDEN, N. J., March 31.—The engineering products division of the Radio Corp. of America has announced receipt of orders for RCA stereoscope sound systems for 40 more theatres throughout the country.

The new orders, said A. J. Platt, manager of RCA theatre equipment sales, represent a continued heavy demand for installations of this multi-track magnetic reproducing equipment and RCA's theatre loudspeakers. Installations are supervised by factory-trained technicians of the RCA Service Co., he said.



RKO STOCK BOUGHT AT PREMIUM; COULD HAVE 'NUISANCE' VALUE

The behavior of RKO Pictures stock on the New York Stock Exchange this week has puzzled the financial district, the motion picture industry and, probably, Howard Hughes himself.

It wasn't so much the tremendous volume which changed hands in the issue on Monday and Tuesday of this week—nearly 400,000 shares—as the fact that someone, identity unknown, was willing to pay a 12½-cent premium per share over the $6 offered by Hughes. Who and why? Wall Street, which usually knows all about such things, didn't even pretend to have the answer to both.

Atlas Corp., which sold control of RKO to Hughes, figured prominently in the guessing as to who, but there was no confirmation, and the reason was completely obscure.

Some guessed a plan may be afoot to establish an RKO Pictures stockholding with a nuisance value which Hughes might find it to his advantage to pay a premium price for later. In this connection, it was pointed out, the law specifies a minimum ownership of 95 per cent of the stock before the losses of the company can be transferred to the new owner for tax purposes.

Thus, if more than five per cent of the RKO Pictures stock is acquired by an outsider, Hughes could be prevented from applying the company's huge losses in recent years against earnings of profitable Hughes' enterprises.

Order 2 RKO Pleas Combined in Chicago

CHICAGO, March 31. — Over the protests of attorney Thomas Strachan of Pope and Ballard, law firm representing RKO Radio Pictures, Inc., in the distributing company's campaign to have the ban of "The French Line" thrown out so that the film may be shown in Chicago, Judge James J. McDermott of the Superior Court of Cook County has ruled that RKO's petition for mandamus and complaint for declaratory judgment be consolidated with the original petition for preliminary injunction.

Strachan's objection to the consolidation lay in the fact that Judge Padden of the Circuit Court of Cook County earlier had ruled that the request for a preliminary injunction was out of order because "no irreparable damage" would be done by delaying a decision on the banning of the film and the plaintiff (RKO) had not "exhausted all available avenues" of redress for damages caused by the banning, which was imposed by Police Commissioner O'Connor in a reversal of an earlier ruling by the police censor board.

Universal Planning Benny Goodman Tale

HOLLYWOOD, Mar. 31.—Benny Goodman will have his life story brought to the screen, Universal-International Studios announced today.

Edward Muhl, vice-president in charge of production, announced the signing of an agreement for the film. This came after months of secret negotiations with Charles Wick, Goodman's personal representative.

The same producer-writer team responsible for Universal's "The Glenn Miller Story," Aaron Rosenberg and Valentine Davies, will develop the new property. It is expected to be ready for the sound stages by early Fall.

Goodman will not appear before the cameras in the film, Muhl said. But he will go to Hollywood to make recordings of all the musical numbers.

TV for Colman

HOLLYWOOD, March 31.—Ronald Colman has signed a contract with Television Programs of America to recreate on television his radio "Halls of Ivy," with weekly half-hour programs budgeted at $50,000, assertedly "most expensive half hour on air."

Kaye to Film 'Jester' In VistaVision

Danny Kaye has completed negotiations with Paramount for release of his next independent production, "The Court Jester," Technicolor comedy which will be made in VistaVision this summer in Hollywood, the film company announced.

Kaye's independent organization, Dena Productions, is composed of Sylvia Fine, Norman Panama and Melvin Frank. Their other release, "Knock on Wood" will open at the Warners Beverly Theatre on April 6 in Hollywood.

Hughes

(Continued from page 1)

practicable, notify stockholders by mail of the completion of the sale and inform them of arrangements being made to facilitate exercise of their privilege of tendering stock for redemption at $6 per share.

'Sinbad'

(Continued from page 1)

sor board has come from the New York State censorship unit, it was learned. The New York censors, like the Ohio censorship group, found some scenes "objectionable."

Meanwhile, a RKO spokesman said that no release date has been set as yet on the film, nor has it been booked anywhere. He declined comment on whether RKO has plans for "Son of Sinbad" similar to those of "The French Line," which was booked in theatres without a Code Seal. Various state censors also barred "The French Line."

"Son of Sinbad," it is known, has been submitted to the Breen Office on the Coast and a number of revisions have been suggested.

Dezel Acquires Two

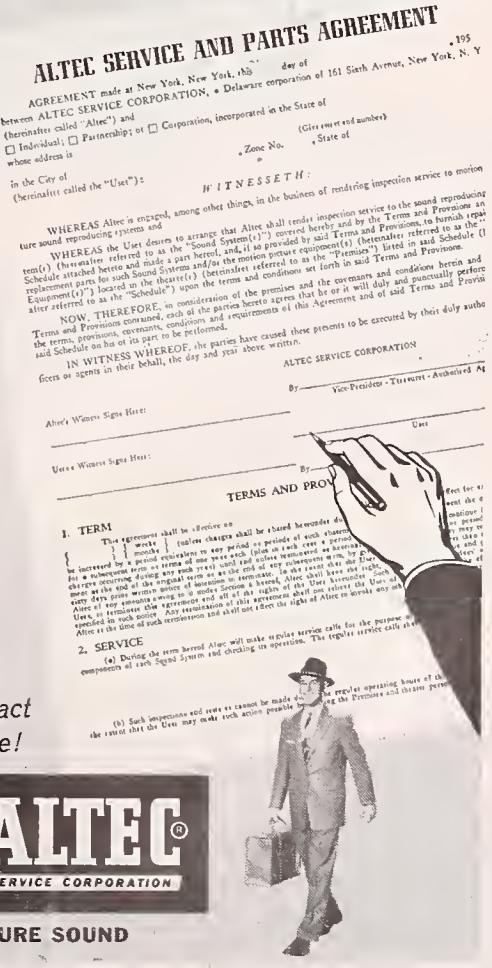
DETROIT, March 31.—"Force of Evil" and "Miracle of the Bells," the first package of a series of nationally major released pictures, has been acquired from the Bank of America by Albert Dezel Productions, it was announced yesterday.

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'Drive A Crooked Road' Seen As Sleeper Of The Year

The sleeper of the year so far (i.e., an unexpected bonus for film-goers) is an electrifying crime thriller. This is Columbia's "Drive A Crooked Road," acted (but not overacted) by Mickey Rooney with Dianne Foster and Kevin McCarthy. A nearly perfect thing of its kind.

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A NEW AND GREAT MICKEY ROONEY

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Accurate Concise and Impartial

VOL. 75. NO. 63 NEW YORK, U.S.A., FRIDAY, APRIL 2, 1954 TEN CENTS

Further Details

Printed Ticket Status Clarified By the Treasury

Compo Reveals Details Of New Tax Rulings

A further clarification of the status of present stocks of serially numbered admission tickets and the procedure to be followed in obtaining refunds on tickets sold were made here yesterday by the Council of Motion Picture Organizations. Treasury Department rulings were contained in memorandums to COMPO.

The provision regarding use of present tickets follows:

"The present stocks of serially numbered admission tickets may be used for a reasonable period of time on and after April 1 until properly printed tickets can be obtained or tickets on hand overprinted or overstamped to reflect new rates of tax. This procedure may be followed: signs are posted conspicuously at the outer

(*Continued on page 3*)

6th Compo Ad Tells Of Production Code

The sixth Council of Motion Picture Organizations' ad to be published in "Editor & Publisher" tells its story of the motion picture industry's production code. It points out that there is nothing mysterious about it—just plain common sense.

The ad, entitled "What's All This Fuss About the Movie Code?" will appear in the newspaper industry trade paper tomorrow.

In adopting the code 25 years ago the ad reads, the signatory companies had only two thoughts in mind. They

(*Continued on page 2*)

Sweigert Forming Booking Service

PHILADELPHIA, April 1.—Earle W. Sweigert has resigned as sales manager of the Universal exchange here and, with Charles Goldfine, is forming a new booking-buying service organization. Sig Horowitz, former 20th Century-Fox manager here and more recently a Columbia salesman, is reported slated to take over Sweigert's post at Universal.

New Target: More Product

With the admission tax situation hurdled, exhibitors are looking to the product shortage as the next obstacle to be overcome. Hardest hit appears to be the double feature houses, according to a survey made by MOTION PICTURE DAILY field correspondents.

In Washington, Sam Roth, head of Roth Theatres, said that whereas he used to have three to four twin bills a week, he now is down to two or three and has to use reissues and some foreign product to fill in the lower half of the program. An even more aggravated picture was painted by Lloyd Wineland, Jr., vice-president of Wineland Theatres. Up to about six months ago, he said, the circuit used about four double bills a week, except when showing top features. "Now we're down to about one a week," he said, adding that the public is not enthused about seeing old product.

George Crouch, Washington zone manager for Stanley Warner, said,

(*Continued on page 2*)

N. Y. Prices Down 5 to 15 Cents As New Tax Comes In

Although the major portion of the motion picture theatre-going public is not fully aware of the reduction in admission taxes, independent exhibitors and circuit operators in New York City have dropped their ticket prices from five cents at opening to 15 cents in the evening, a MOTION PICTURE DAILY poll revealed yesterday.

Public reaction to the reduction was limited, but Martin Newman, comptroller of Century Theatres which has approximately 35 houses throughout this area said that the "kids sort of appreciated" our cutting down from 30 cents to a quarter.

Of the 22 Century theatres that are equipped, 11 are now featuring CinemaScope films, Newman said. "At these houses our prices have been scaled down from $1 to 85 cents," he said.

Spokesmen for such circuits as Loew's, RKO Theatres, Fabian, Prudential, Stanley Warner, United Art-

(*Continued on page 2*)

Hyman Urges Flexibility On Double-Bill Practices

By MURRAY HOROWITZ

A policy of "utter flexibility" regarding the double-bill problem and other exhibition practices was advocated here yesterday by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres.

Hyman, in spelling out his sentiments, rejected "rigid" advocates of either maintaining the double-bill, or allowing the double-bill to go by the wayside in this period of new techniques and of product needs. He pointed to the current success that ABPT affiliate theatres across the country are having with the coupling of "Roman Holiday" with "Stalag 17" and "From Here to Eternity" with "Shane."

Those theatres that have played

(*Continued on page 2*)

H-Bomb Scene Clips In Newsreels Today

Clips of the H-bomb explosion will be included in the newsreel issues reaching the screens today. The scenes originally were not to have been made public until April 7.

It is understood that complete footage of the event will be made available to the theatres of the nation at a later date.

"Prince Valiant"

(*20th Century-Fox*) *Hollywood, April 1*

EIGHT money names adorn this big scale CinemaScope color by Technicolor production by Robert L. Jacks, based on Harold Foster's King Features cartoon strip, "Prince Valiant." They are James Mason, Janet Leigh, Robert Wagner, Debra Paget, Sterling Hayden, Victor McLaglen, Donald Crisp and Brian Aherne. Director Henry Hathaway handles these and their scores of associates with telling skill. Their names and fames combine with those of their subject to command almost unlimited public attention. In aggregate these and other factors forecast big attendance, possibly with younger audience

(*Continued on page 2*)

Coast-to-Coast

'Crazy-Quilt' Price Pattern Blankets U.S.

COMPO Forecast on New Structure Borne Out

A "crazy-quilt" motion picture theatre admission price pattern made its appearance yesterday, the first day of the now prevailing lowered excise tax, according to field reports of MOTION PICTURE DAILY correspondents.

In summary, here's what's happening:

In many situations, where the former price, including tax, was over 60 cents, part of the tax cut is being passed on to the public. The price reduction, in general, amounts to five cents for the public and as high as 15 cents along Broadway here.

Children's prices, in many sections of the country, also are being reduced somewhat.

The retention of the tax cut by the theatres is the rule of the day in thousands of situations throughout the country.

The summary of what is happening bears out the forecast of the Council of Motion Picture Organizations, the representatives of which told Congress during the tax fight that

(*Continued on page 3*)

Henry C. Cox Dies; Was Official of NT

HOLLYWOOD, April 1.—Henry C. Cox, vice-president, treasurer and member of the board of National Theatres, Inc., died today at St. Vincent's Hospital, following treatment for a heart ailment. Cox, 63, had been associated with NT president Charles P. Skouras for 22 years, originally in the East, but here since 1942. His widow, son, daughter and seven grandchildren survive.

In This Issue

A presentation of expert opinion on stereophonic sound, by representative exhibitors who have installed it in theatres of every size and type, and an appraisal of its role in the industry by George Schutz, editor of "Better Theatres," appear on Page 6 of this issue.

Personal Mention

ARTHUR B. KRIM, president of United Artists, will leave here by plane today for Europe.

•

HOWARD BAILLIE, manager of Paramount's Olympic Laboratories in London, who has been in New York, will leave for England from Halifax today aboard the "Queen Mary."

•

H. M. BESSEY, executive vice-president of Altec Service Corp., has returned to New York from a tour of division offices.

•

T. P. TIDWELL, 20th Century-Fox branch manager in Jacksonville, PHIL LONGDON and BOB STEVENS have returned there from Atlanta.

•

MAX E. YOUNGSTEIN, United Artists vice-president, will return to New York at the weekend from Mexico City.

•

RUBE JACKTER, Columbia Pictures assistant general sales manager, will leave here today for Florida.

•

ALEX HARRISON, new division manager of 20th Century-Fox, visited in Seattle from New York.

•

STANLEY KRAMER will arrive here tomorrow from Hollywood.

•

JOHN FARROW has returned to Hollywood from Hawaii.

Schine Served on Contempt Charges

BUFFALO, April 1.—U. S. District Attorney John O. Henderson disclosed today that J. Meyer Schine, vice-president of Schine Theatres, Inc., has been served with a subpoena directing him to show cause why he should not be held in criminal and civil contempt of court.

Schine, along with other officers of the company, and nine corporations are named in the actions. The government contends that the defendants failed to carry out a Federal action against the Schine circuit and its subsidiaries. In civil contempt action, the government asked the court to compel the defendants to carry out 1949 orders concerning continuance of alleged monopoly operations in the theatre business.

Also served with orders were Louis W. Schine, Donald G. Schine, John A. May, officers of the corporation; Elmer F. Lux, president of the Buffalo Common Council and Elmart Theatres, Inc., and Howard M. Antevil, attorney for Schine Theatres.

Plug 'Prince,' 'Faces'

Two nationally televised plugs to 20th Century-Fox's "Prince Valiant" and "New Faces," both in CinemaScope, will be made Sunday evening. They will be delivered during the key 8 to 9 P.M. time period on Ed Sullivan's CBS-TV "Toast of the Town" and the "Colgate Comedy Hour" over NBC-TV.

"Prince Valiant"

(Continued from page 1)

elements, with teenagers, young unmarrieds and juveniles predominant.

In common with "Knights of the Round Table" and other films in kind, Jacks' $3,000,000 production, scripted by dependable Dudley Nichols, is rife with high adventure in polite romance, exciting in its frequent and varied clashes at arms and tremendously melodramatic in its final climactic and titanic battle sequences. In simplest terms, its story may be roughed out as concerning adventures experienced by Wagner, whose gymnastics recall the late Douglas Fairbanks, when he sets out to join King Arthur's Round Table as a step toward reestablishing his kingly parent on the throne, from which he has been toppled by dissident Viking subjects. After many ups and downs, fights and flights, jousting and duelling, he is successful both on the field of honor and in winning Miss Leigh as his bride.

Photography by Lucien Ballard recreates wondrously well in CinemaScope dimensions, astoundingly beautiful backgrounds shot in England, Wales and Scotland, and utilizes four medieval castles still extant most effectively.

Running time, 100 minutes. General audience classification. For release in April.

WILLIAM R. WEAVER

Hyman Urges

(Continued from page 1)

these double-bills over a weekend, Hyman declared, have found their weekend business on the whole double the normal weeks' receipts. On the other hand, he continued, "where a picture runs one and a half hours or longer and where the second feature would be "insignificant" in quality, a single feature policy definitely should be adopted."

The ABPT vice-president, explaining what he meant by the need to properly balance double features, cited the experience of ABPT affiliate theatres with what he called "medium" pictures. By giving these "medium" pictures equal billing, Hyman continued, it has been found that they "get by," with longer runs, too. Alone, Hyman declared, such pictures would fail.

The circuit executive was quick to add that many theatre affiliates of ABPT, mainly in the South and in Minneapolis, maintain a single bill policy. His argument, he explained, was for "flexibility" as opposed to "rigidity." He went on to recall what he termed the old manner of running a theatre, when it was held most important to stick to an established policy on ticket prices, on price change times, on running time for pictures and changing of bills. If such a policy proves successful to date, Hyman said, he has no quarrel with the individual theatre operator. On the whole, though, the ABPT executive firmly indicated that such a policy is "wanting" today, with the industry in transition and exhibition requirements urgently seeking adaptability.

Hyman, who recently returned from a trip to Detroit and Northern Ohio, said that business in those spots at ABPT affiliate houses is "on the upgrade" compared to a year ago. It is true of Detroit, too, he added, despite the rise in unemployment in that area.

In response to a question regarding stereophonic sound, Hyman expressed his strong belief that each individual theatre operator should be the arbiter of whether he should put in stereophonic sound. Film companies, he declared, should not "run the theatres."

New Target

(Continued from page 1)

"we make the best of it by putting o reissues or anything else that comes along."

Julian Rifkin, vice-president of Rifkin Theatres of Boston, said that he was "going back three years to find suitable product." This prevailing shortage, he said, tends to make weaker shows, at the same time destroying the attempt to reestablish patronage.

That organized exhibition will now crusade for more product was the consensus of many other leading exhibitors.

Compo Ad

(Continued from page 1)

wanted to keep their pictures acceptable family entertainment, and protect their investments.

"There was no nonsense about the code's being a form of censorship," the ad underlined. "The code was recognized for what it was—voluntary self regulation.

"We think it has worked reasonably well," the COMPO ad states. It concluded by saying the code was designed to "preserve the decency of the American movies."

$5,560 for 'Lucky'

MIAMI, April 1.—Warner Brothers' "Lucky Me" had its three-theatre world premiere yesterday and grossed $5,560 on its opening day. The picture opened at the Paramount here, the Beach in Miami Beach and the Gables in Coral Gables, with Phil Silvers, Robert Cummings and Nancy Walker making personal appearances. Gross was said to have topped those of "His Majesty O'Keefe" and "Three Sailors and a Girl" which played Christmas holiday engagements in the same theatres.

Reelect Leon Back

BALTIMORE, April 1.—The Allied Motion Picture Theatre Owners of Maryland re-elected Leon Back to a second term as president at a meeting of the new board of directors. Jack Whittle was named vice-president and C. Elmer Nolte, Jr., was renamed as treasurer. Mrs. Helen Diering holds the post of secretary by appointment.

N. Y. Prices

(Continued from page 1)

ists Theatres and Skouras Theatres still reserved concrete comment on their price structures. Joseph R. Vogel, vice-president of Loew's, said that the theatre managers will be the ones to decide about the reductions, if any. "In some neighborhood houses, the price may drop a nickel or dime," he said.

Along Broadway, box office prices at the major theatres were dropped from a nickel to 15 cents with the tickets costing at noontime from 50 cents to 95 cents. "This is Cinerama" tickets were still selling at $2.80 each.

The rundown on the theatre midday prices are: Rivoli Theatre, 50 cents; Paramount, 75 cents; Globe and RKO Palace, 80 cents; Astor, Mayfair, Music Hall, Roxy and Victoria, 90 cents; Criterion, Holiday, Capitol and Loew's State, 95 cents.

At the big showcase houses here, Music Hall, Roxy, Paramount, Capitol and Astor, early patrons benefited for the prices were dropped a dime. Loge seats at the Roxy were dropped from $2.50 to $2.30. Prices after 6:00 p.m. were scaled down from $1.80 to $1.65, a saving of 15 cents to a patron. The Rivoli Theatre, which is featuring a re-issue, charged one half dollar for all seats up to 1:00 p.m. then jumped to 70 cents during the late afternoon.

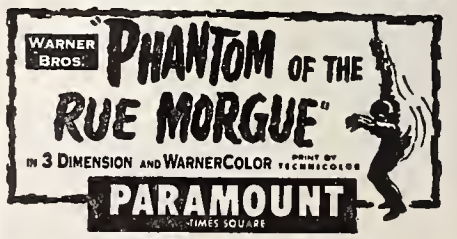
Name New Members To the Film Council

CHICAGO, April 1.—Newly elected members of the Film Council of America, who will take office during the American Film Assembly, being held at the Conrad Hilton Hotel here today, tomorrow, and Saturday, include actor-producer Eddie Albert; Louis de Rochemont, president of Louis de Rochemont Associates; Roy Disney, president of Walt Disney productions; Dr. Frank Stanton, president of the Columbia Broadcasting System; Mrs. Franklin D. Roosevelt; J. R. Bingham; Dr. John T. Caldwell; Dr. William S. Carlson; David C. Fulton; William H. Garvey, Jr.; Richard B. Sealock, and Dr. John Slawson.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"ROSE MARIE"
starring
Ann BLYTH Howard KEEL Fernando LAMAS
in CinemaScope
Photographed in EASTMAN COLOR
An M-G-M Picture — and the MUSIC HALL'S GREAT EASTER STAGE SHOW



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Ticket Status

(Continued from page 1)

entrance and at each box office of the establishment showing the admission price, the tax, if any, and the total, and provided also that accurate and complete accounting is made by inventories of tickets, daily records of sales, etc., that will establish correct tax liability. Present stocks of tickets may be used for a reasonable period of time on and after April 1, but those sold after April 30, must be overprinted or overstamped. The Internal Revenue Service is giving further study to the question of ticket requirements and in the event any abuses develop with regard to this procedure further announcement will be made."

Special Refund Section

On the question of refunds, the memorandum from the Treasury reads as follows:

"Section 506 of the Act requires a ticket seller to account to the United States for any tax collected prior to April 1, 1954, at the old rate even though the admission ticket is to be used on and after such date, unless he refunds the excess tax payment to the ticket purchaser or obtains the written consent of the purchaser to apply for a refund. To obtain a credit or refund in such a case the ticket seller must have satisfactory evidence to substantiate his right to a credit or refund, such as a signed, dated statement from the ticket purchaser showing his name and address and the fact that he has obtained a refund of the excess tax or has consented to the claim for refund of such excess by the ticket seller. The reimbursement must be made or the consent obtained before the event for which the charge for admission was paid. Appropriate action must be taken by the ticket seller (such as by a notation on each ticket not surrendered in whole or in part) with respect to each ticket for which an adjustment is made in order to prevent duplicate adjustments.

"If payment is made on or after April 1, 1954, for admissions to events which occurred prior to April 1, 1954, the old rate of tax applies."

Price Pattern in U.S.

(Continued from page 1)

some theatres, in dire need of tax relief would retain the tax cut while others would reduce prices in part, or in whole. The preponderance of theatres retaining the tax saving, at least in part, illustrates the fact pressed upon Congress for the past several years by COMPO that some tax relief was absolutely essential to keep additional thousands of theatres from closing. Many others have to have the extra 10 per cent income to put into plant improvements long deferred, and for purchase of equipment and furnishings, new technical processes, and other items.

Still other theatres have been and continue to pay a state or city tax, or both, and theatres in many sections of the country need to keep the Federal tax saving as a hedge against possible imposition of state and/or municipal theatre taxes now that the Federal government has relinquished part of the field.

The price situation in New York is explored in a separate story, printed in today's issue of MOTION PICTURE DAILY.

Here is a run-down of reports from the field:

Chicago: A detailed poll taken of leading circuits, including Balaban & Katz, H. & E. Balaban, Alliance Theatres and Great States, also leading independents, bore out advance predictions that theatres in this area would not drop prices when the federal admissions tax was cut. With a few minor exceptions, the over-all policy was one of "holding the line." A few neighborhood repeat houses that had been charging 55 cents were forced to reduce their price to 50 cents because of the new admissions tax schedule, but still managed to pick up four cents on each ticket at that price over their former established price of 46 cents.

Buffalo: Downtown first-runs will reduce their prices from 55 cents to 50 cents, from opening to 6:00 P.M., with evening prices remaining the same at 80 cents. The Seneca and Elmwood, community houses which advanced prices to 55 cents, will go back to 50 cents. Most other communities now charging 50 cents will remain at that figure.

Baltimore: First-run theatres here are passing along a portion of the tax cut to the customers. Town, Hippodrome and Little have cut the 80-cent admission price to 75 cents. Morning prices are below the 50-cent tax-free figure and remain unaffected. Neighborhoods in almost every instance had a 50-cent admission previously and are continuing it, while some of the neighborhood deluxe houses which charged more than 50 cents, are following suit with the downtown houses and splitting the tax in similar portions.

Boston: Major circuits in downtown first-runs have reduced evening prices five cents, from 95 to 90 cents, or from 90 to 85 cents, with morning prices remaining at 50 cents, while afternoon prices have been reduced from 74 to 65 cents or from 65 to 60 cents. American Theatres Circuit, with many suburban and sub-run situations, is maintaining its prices, with an adjustment of a penny or two in isolated theatres. ATC officials stated, however, that this is on a trial basis and that they will keep an alert eye on competition to determine a standard policy later. E. M. Loew Theatres Circuit has reduced children's prices a few pennies and in many so-called "critical situations" they have reduced prices from 55 to 50 cents. In the small-town situations throughout New England the tendency is to charge the same prices as formerly.

Charlotte, N. C.: All first-runs here cut prices to 50 cents for adults, at all times. Children's prices were kept at nine and 15 cents. Second-run theatres, several of which are in neighborhoods, indicated that their prices, which are below the 50-cent level, will remain the same. The Carolina Theatre, which will open "Night People" on Saturday, announced the 50-cent price will be in effect for this picture, the first time a CinemaScope picture has been shown here at regular prices.

Pittsburgh: Evening rates here remain the same, to a large measure, while matinee prices are being reduced five cents.

Washington: If any general pattern prevails it's this: Where the former price, including tax, was over 60 cents, at least part of the tax cut is being passed to the public. Where prices, including tax, were formerly below 60 cents, the exhibitor is keeping all the tax cut. The exception to this is that children's prices are generally being reduced the full amount of the tax cut.

Cincinnati: RKO, other Cincinnati and area first-runs are reducing matinee admissions from 55 to 50 cents, but retaining their price scales for other times of the day. There is no change in the price structure for suburbans or drive-ins at present, but some are considering a change.

Oklahoma City: Theatre operators here indicated that they will not lower admission prices, at least for awhile, adding that the extra margin of income may be the deciding factor that will keep many theatres open.

Detroit: The Wisper-Wetsman Circuit will hold its present price level, in addition to most first-runs here.

Salem, Ore.: Several neighborhood theatres dropping the admission price from 55 to 50 cents reported a small increase in business. All drive-ins in this area got off to a good start at their regular admission prices. Most theatres in Portland were undecided as yet how much to reduce prices.

Minneapolis: Theatres in this area will hold the line on admission prices, with a few exceptions. Minnesota Amusement Co., which operates theatres in Minnesota, Wisconsin and the Dakotas, will maintain prices in all of its 55 houses. A meeting of independent exhibitors from the Twin Cities area today indicated that there will be no admission price reduction.

New Orleans: On the whole the admission price pattern here remains the same. The local admission prices, incidentally, include a city, state and welfare tax.

Kansas City: Admission costs to patrons remain April 1 as heretofore in most, but not all, the first runs and subsequents in this area. Most circuits are retaining the former prices.

Oklahoma City: Video Independent Theatres, Inc. and an Oklahoma City theatre owner have announced they will cut admission prices as a result of the federal tax reduction. Scattered independents over Oklahoma also may make slight reductions, but the major houses in Oklahoma City City and Tulsa have made no cuts.

Denver: Most Denver theatres are holding prices. Pat McGee declared he will not cut any prices in Cooper Foundation theatres of which he is general manager. Gibralter Theatres have made no reductions.

THE OLD AND NEW SCALES

Total Price	Old Tax: Admission	Old Tax: Tax	New Tax: Admission	New Tax: Tax
15¢	12¢	3¢	15¢	
20	16	4	20	
25	*	..	25	
30	25	5	30	
35	29	6	35	Exempt from tax
40	33	7	40	
45	37	8	45	
50	41	9	50	
55	*	..	*	
60	50	10	55	5¢
65	54	11	59	6
70	58	12	64	6
75	62	13	68	7
80	66	14	73	7
85	*	..	77	8
90	75	15	82	8
95	79	16	86	9
$1.00	83	17	91	9

*Tax not breakable for this total admission price.

Start White House 'Scope Installation

The installation of CinemaScope and stereophonic sound in the White House is under way, according to E. O. Wilschke, operating manager of Altec Service Corp.

The installation, including screen, lenses and stereosound equipment, is in charge of D. M. Cole, Altec Washington branch manager. Harry Hornbeck, Altec field engineer, is collaborating with Cole.

SPG Weighs Walkout At Col. Home Office

A strike-call against Columbia Pictures' home office is being weighed by the Screen Publicists Guild here, pending the outcome of negotiations for a new pact. The SPG is asking for an increase in the minimum wage scale and retroactive salaries based on the new contract date.

It is reported that Columbia wants the new pact to start on March 29, which may be acceptable to the Guild if other details can be worked out.

Meanwhile, negotiations are continuing between Warner Brothers and Universal with the SPG.

Cochran in Phila.

Steve Cochran, co-starring with Anne Baxter, Lyle Bettger and George Nader in King Brothers' "Carnival Story," will make personal appearances in Philadelphia on April 16, when the picture is premiered.



NOW !

THE ROBE · CinemaScope · Color by Technicolor
starring RICHARD BURTON · JEAN SIMMONS
VICTOR MATURE · MICHAEL RENNIE

HOW TO MARRY A MILLIONAIRE
CinemaScope · Color by Technicolor · starring
MARILYN MONROE · BETTY GRABLE · LAUREN
BACALL · WILLIAM POWELL

BENEATH THE 12-MILE REEF ·
CinemaScope · Color by Technicolor · starring
ROBERT WAGNER · TERRY MOORE · GILBERT
ROLAND



CINEMASCOPE ATTRACTIONS
THE CINEMASCOPE LEADER!

ONDER OF STEREOPHONIC SOUND which
rosperity for theatres large and small!

G OF THE KHYBER RIFLES · CinemaScope
by Technicolor-DeLuxe · starring TYRONE POWER ·
Y MOORE · MICHAEL RENNIE

L AND HIGH WATER · CinemaScope · Color by
nicolor-DeLuxe · starring RICHARD WIDMARK ·
A DARVI

ard Sillman's **NEW FACES** · CinemaScope
lorious Color · starring RONNY GRAHAM ·
THA KITT · ROBERT CLARY · ALICE GHOSTLEY

HT PEOPLE · CinemaScope · Color by Technicolor ·
ring GREGORY PECK · BRODERICK CRAWFORD ·
TA BJORK · RITA GAM

SOON!

PRINCE VALIANT · CinemaScope · Color by Technicolor-DeLuxe · starring JAMES MASON · JANET LEIGH · ROBERT WAGNER · DEBRA PAGET

RIVER OF NO RETURN · CinemaScope · Color by Technicolor · starring ROBERT MITCHUM · MARILYN MONROE

THREE COINS IN THE FOUNTAIN · CinemaScope · Color by Technicolor · starring CLIFTON WEBB · DOROTHY McGUIRE · JEAN PETERS · LOUIS JOURDAN · MAGGIE McNAMARA

GARDEN OF EVIL · CinemaScope · Color by Technicolor-DeLuxe · starring GARY COOPER · SUSAN HAYWARD · RICHARD WIDMARK

Demetrius and THE GLADIATORS · CinemaScope · Color by Technicolor DeLuxe · starring VICTOR MATURE · SUSAN HAYWARD

THE EGYPTIAN · A Darryl F. Zanuck Production
CinemaScope · Color by Technicolor-Deluxe · starring VICTOR MATURE · JEAN SIMMONS · GENE TIERNEY · BELLA DARVI · PETER USTINOV · EDMUND PURDOM





...AND *many more outstanding boxoffice attractions are on the way in* **CINEMASCOPE** *the Hallmark of Quality in motion picture entertainment!*

EXHIBITOR EXPERIENCE WITH C'SCOPE

Stereophonic Sound Aided Small Houses

[The news columns of MOTION PICTURE DAILY *for many months past have carried reports of exhibitor criticism, organized and otherwise, of the CinemaScope process and the marketing policy applied to it, with particularly critical attention to stereophonic sound. It is reasonable to assume that many of the critics of CinemaScope and its components have not installed the equipment in their own theatres. Many have who have not been heard from in the industry press.* MOTION PICTURE DAILY *offers them this opportunity to tell their side—the other side—of the CinemaScope and stereophonic sound story from their personal experiences.*

*Following are excerpts from typical messages received by 20th Century-Fox president Spyros Skouras from exhibitors in all parts of the country who have installed stereophonic sound in small as well as large theatres.—*ED. NOTE.]

Isador M. Rappaport, Baltimore: "In my opinion, if we were to take away any one of the components of CinemaScope it would weaken the entire presentation. It's the combination of the wonderful new sound and the large screen that makes CinemaScope—the customers love it and they are willing to pay for it—so why compromise! This new presentation is the first major development in our industry in twenty-five years."

Trueman T. Rembusch, Syndicate Theatres, Indiana: "I am convinced because of the confidence the public has shown at the box office that CinemaScope and stereophonic sound will bring to the motion picture industry new life as did the 45 rpm, 33⅓ and Hi-Fi bring new life to the record industry."

Harry Brandt, New York: "I now have CinemaScope equipment in some twenty installations and I am rapidly going forward with additional installations. I have undertaken this considerable expenditure because I am convinced that stereophonic sound is as essential to our future welfare as are the screens on which our films are shown. . . . Inferior presentation of a superior product causes damage to the whole industry and it is my belief that virtually any theatre with a future can profitably install CinemaScope equipment."

Leo T. Jones, Upper Sandusky, O.: "I am now convinced that the only proper way to present CinemaScope is by utilizing all four sound tracks through auditorium speakers and three backstage speakers and am ready to admit I was wrong in asking for one channel sound. I could never present 'The Robe' as wonderful as I did or get such audience acclaim without the stereophonic sound. Business was 525% over normal the first week. Please accept my humble apology for wrongly insisting on single track sound even though I only have 540 seats."

Moe Horwitz, Washington Theatre Circuit, Ohio: "My experience proves stereophonic sound very vital and necessary part for proper presentation CinemaScope pictures. My reason for sending this cable is somewhat selfish for it's my belief the more theatres go for stereophonic the better chance to revive our sick industry."

Tommy James, St. Louis, Mo.: "Every theatre owner who wants to give his patrons the best should beg, borrow or steal to install stereophonic sound with CinemaScope."

Jack Armstrong, Schwyn Circuit, Ohio: "We have completed the engagements of 'The Robe,' 'How to Marry a Millionaire' and 'King of the Khyber Rifles' at our Paramount Theatre, Toledo. These three pictures have accounted for 10 weeks of playing time and exceptional grosses which were greater than in any similar period in the Paramount's 26 years of existence. CinemaScope and stereophonic sound are as necessary for the proper presentation as it was to have sound and light in our conventional way of presentation. Do not relax your requirements for CinemaScope. It must be maintained if this industry is again to fill our theatres with the masses. All of our theatres will be equipped with complete four channel stereophonic sound so our public will have the benefit of the greatest improvement in motion picture presentation in its history. Mr. Schwyn and I wish to express our appreciation and congratulations for your foresight, courage and determination to revive this great industry through CinemaScope and stereophonic sound. You have our 100% support."

M. H. Chakeres, Chakeres Theatres, Ohio: "CinemaScope entertainment has brought back the lost audience. We are placing orders today to install CinemaScope equipment throughout our circuit."

Meyer S. Fine, Associated Theatres, Ohio: "Public acclaim great for our five CinemaScope installations. More installations to be made immediately in other of our circuit of theatres."

Ted Schlanger, Stanley-Warner Theatres, Philadelphia: "Sound thinking exhibitors should encourage developments that incite public interest. Exhibitors throughout the world should be thankful for your boldness and courage in development of CinemaScope presentation which we in America hail as the greatest development since sound."

Monty Gowthorpe, Butterfield Theatres, Michigan: "CinemaScope is greatest stimulant to business we have had in twenty-five years and in the interests of the whole industry we urge you and other producers of CinemaScope pictures not to serve theatres which are not fully equipped with stereophonic sound and suitable screens."

Roy Gross, Stillwell Theatre, Bedford, Ohio: "Giving our patrons a new type of entertainment which is fully appreciated by them. We base our opinion on our box-office results."

J. P. Essick, Modern Theatres, Ohio: "Have installed stereophonic sound in our circuit. Results are excellent and definitely enhance the value of CinemaScope."

M. A. Lightman, President, Malco Theatres: "I am one exhibitor who firmly believes that stereophonic sound is one of the greatest achievements in motion picture history. Let me take this opportunity of thanking you for bringing the motion picture industry this wonderful and timely life-saver."

The Value to Realism Of Stereophonic Sound

By GEORGE SCHUTZ

Excerpts from an article to appear in the April 10th issue of Better Theatres by its editor.

We would like to believe that resistance to stereophonic sound is a natural reaction setting in after the first fever of "new techniques." What seized the industry last year was much too sudden and violent to avoid a relapse. Great expectations were bound to give way to dismay when projects were resolved into dollars. Perhaps the issue is no more than one of time to absorb this new pressure of technical progress.

Quickly indeed has the industry accepted the larger, wider picture, and that alone is calling for expenditures large enough to trouble many exhibitors after some five or six years of box-office drought. It is easily understandable that they should be in a mood to settle for less than the whole hog.

We don't see that attitude, however, as one to discourage consistent pursuit of the objectives sketched out last year. Half-measures, temporary substitutes may be warranted by immediate conditions. The only unfortunate outcome of that would be to let them pull the business into the same kind of rut it has just climbed out of.

You can reasonably say that you cannot find or risk the money necessary to equip for stereophonic sound, but one is distorting the facts to suit one's convenience if it is added, "Besides, stereophonic sound doesn't mean anything anyway." Who said so, the public? We don't think the public has yet had much of a chance to experience it. The industry has but recently entered upon its use, experimenting, sometimes resorting to new and tentative tricks of pseudo-stereophonic, limiting its possibilities by sticking cautiously to familiar formats of cinematography. Give the creative fellows time and experience!

• • • The simple commercial fact of stereophonic sound is that it is *better* than one-channel sound.

That fact can't be ignored. It could be rejected, but if it were, we are convinced that it would always be around to haunt the business.

• • • In considering all of the devices by which the motion picture achieves its conviction, it is to be borne in mind that each operates with all the others to create an illusion. Let one thing be off key and the others lose some of their effect. Give the mind consistent stimulation without pronounced invasion of extraneous data and it will do a swell job of believing what you want it to. That is why a motion picture that pretty well fills the effective field of vision produces a sharper sense of perspective—three dimensions—than the postage-stamp variety sharing perception with a lot of architectural gimcracks. Any gain in the naturalism of sound helps to make the whole performance convincingly realistic.

• • • What can be lost sight of, at a time of decision under urgent economic compulsion, is applications of a new technique which may not even be anticipated on the basis of established practice. By what are some of us judging the value of stereophonic sound? By its application to motion picture material and technique as we have had them. Give creators of motion pictures the larger performance area and deny them comparable scope in sound technique and they will of course gear their methods to those conditions. But what might they be able to produce if they were released from the old limitations in both directions? Stereophonic recording adds to the chores of production, naturally, but to no comparable degree that simple sound did in the first place.

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"Pictures with that Universal Appeal"....

YOU AIN'T HEARD NOTHIN' YET!

JUST ASK



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DAVE IDZAL

or any of the other theatre men who were fortunate enough to attend the New York prevue screening of COLUMBIA'S

THE JOLSON STORY

ON WIDE SCREEN WITH FULL DIRECTIONAL SOUND!

COLOR BY Technicolor

They're all saying that

THE BRAND *New* SOUND GIVES IT A BRAND *New* LOOK!

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 64 NEW YORK, U. S. A., MONDAY, APRIL 5, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

NOW that a wholly commendable job has been done by COMPO in obtaining vitally needed relief from the Federal admissions tax, it is a virtual certainty that the organization will not long want for suggestions from the rest of the industry as to what its attention should be turned to next.

The governing triumvirate might well anticipate the flood of unbidden proposals sure to inundate the COMPO organization in the coming weeks and months and, perhaps, take action to divert it. A simple method of accomplishing the latter would be to issue a polite reminder to the industry that the tax campaign cost money, that any new project to be undertaken will cost more money, and that COMPO's funds are not limitless and, in fact, need replenishing now.

•

COMPO's treasury was depleted in waging a successful effort to help distressed theatres financially. Now, while the victory is fresh, while thousands of theatres are enjoying its first fruits, relieved of operating losses or, worse, of fears of closing, is the time to put on a new dues drive to replenish COMPO's funds. It would be not only an eloquent means by which the industry might express its appreciation of COMPO's achievement but would be eminently practical as well.

It will be providing the first requisite, the essential tool, which the next COMPO assignment, whatever it may be, will require before ever it can be undertaken.

•

This corner's advice to COMPO's leaders and staff is to go fishing, get a good rest, have some fun. You've all earned it. Maybe, when you get back, you might find that an appreciative and practical industry will have provided the wherewithal to finance at least a few of the scores of jobs sure to be proposed in the immediate future.

COMPO, once more, has dem-

(*Continued on page* 2)

SET DISNEY-ABC VIDEO PROGRAM

The deal whereby Walt Disney will produce a minimum of 26 one-hour TV programs for American Broadcasting Co. was announced formally at the weekend. Expressing his confidence in the "compatibility" of motion pictures and television, Walt Disney stated that his organization was fully conscious of its responsibilities to the two media and that "we have in work the three highest-budgeted pictures in our history." The TV program on film will consist of both live-action and cartoon techniques and will be produced on the Disney lot in Burbank.

In further expressing his confidence in the future of both fields, Disney said his screen program had been completed for the next five years and that it consisted of 25 features in addition to the customary short subjects, the heaviest production schedule in the company's 25-year history. The television program will start in October.

Will Start Work Today

Two Independents Launch RKO Studio Production

HOLLYWOOD, April 4.—Two independents will launch the resumption of production at RKO Radio Pictures studio tomorrow, with starting dates for filming of five other pictures set.

The announcement came shortly after the consummation of the Howard Hughes deal, under which Hughes purchased the assets of the company.

Heading the production list, it was stated, is "The Conqueror," scheduled to roll April 15. Dick Powell will produce and direct, while John Wayne and Susan Hayward head the cast. Color will be by Technicolor.

An early June start has been set for "The Girl Rush," to be made in VistaVision and Technicolor, and to star Rosalind Russell. It will be produced by Frederick Brisson for Independent Artists.

Production will start tomorrow on

(*Continued on page* 3)

Self-Regulation Code For Production Set By Italian Industry

By ARGEO SANTUCCI

ROME, April 4.—The Union of Producers, producing company division of the over-all trade association (Associazione Nazionale Industrie Cinematografiche ed Affini.), has established a self-regulation system for Italian motion pictures. The announcement was made at the weekend by Eitel Monaco, ANICA president.

Action was taken as a result of Italian government, local and foreign press criticism of Italian film industry on grounds of Communist infiltration and immorality of some productions. Henceforth, all scripts are to be reviewed in advance of filming by a committee of five prominent personalities to be named shortly. The stand-

(*Continued on page* 3)

28 from 20th in '54; 16 in CinemaScope

Sixteen CinemaScope films with color in Technicolor will be released this year by 20th Century-Fox, it was disclosed at the weekend by the company, which also plans to produce at least 12 standard films during 1954, making a total of 28 features for the year.

The CinemaScope production, "De-

(*Continued on page* 3)

VistaVision Open To All: Freeman

HOLLYWOOD, April 4.—Paramount Pictures will continue to make all details about VistaVision and VistaVision cameras available freely to the motion picture industry and to camera manufacturers, Y. Frank Freeman, vice-president in charge of the Paramount studio, said here.

Freeman, clarifying Paramount's policy, said that the company "is not in the equipment business . . . we have announced repeatedly that anyone is free to build, or have built VistaVision cameras, with no compensation to Paramount in fees or royalties, direct or indirect." Complete data on VistaVision has been supplied to the Motion Picture Research Council, as far back as last October, Freeman added.

Still Studying

Mixed Policies In First Tax Cut Weekend

Scales Unset; Exhibitors Watching Each Other

First weekend under the revised admission tax schedule found many exhibitors undetermined as to what their permanent policies will be. A checkup in the field by MOTION PICTURE DAILY revealed a tendency by exhibitors to see what their competitors are doing before displaying their here-to-stay box office prices.

In areas where television is a new rival, theatre operators are hestitant in reducing prices to conform with the scaled-down tax because TV has cut heavily into theatre grosses. There is a feeling that if they cut prices to lure the TV stay-at-homes, it will be difficult to hike prices again if the lower scales fail to draw them back. This is especially true in the vicinity of

(*Continued on page* 3)

Johnston Calls on Foreign Countries To Cut Ticket Tax

A call to foreign countries to follow the U. S. example in reducing the motion picture theatres admission tax was issued by Eric Johnston, Motion Picture Association president.

Johnston's call was contained in a statement, issued here at MPAA headquarters before Johnston's scheduled departure from Paris yesterday for the U. S. The statement, which was relayed to all Motion Picture Export Association offices around the

(*Continued on page* 3)

Home Office Union Seeks 'A' Charter

The Motion Picture Home Office Employees, H-63, after an executive board meeting tonight is expected to apply to Richard Walsh, president of the IATSE, for a Class A charter and more autonomy, it was learned at the weekend.

Since joining the IATSE with a limited charter, H-63 has been considered a "special department" local and under supervision of an IATSE representative who approves the home office employees actions.

If a Class "A" charter is awarded

(*Continued on page* 3)

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, and AL LICHTMAN, director of distribution, left New York by plane on Friday for the Coast.

•

ALBERTO WALKER, manager for M-G-M in Peru; JACK GUGGENHEIM, manager in Switzerland, and PIERO CAVAZZUTI, chief technician for the company in Italy, have arrived in New York from their respective territories.

•

VAN JOHNSON arrived here at the weekend via B.O.A.C. Monarch from London. JACK SMITH and STANLEY GOLDSMITH, of the 20th Century-Fox production department, left at the same time via B.O.A.C. Monarch for Karachi, Pakistan.

•

WALTER HOFFMAN, Paramount Pictures studio press representative for the Northwest, is the father of a daughter born last week to MRS. HOFFMAN in Portland.

•

CRESSON SMITH, general sales manager for Louis de Rochemont Associates, will sail from New York on April 14 for Europe.

•

SID KULICK, of Bell Film Exchange, has returned to his duties following a three-week absence resulting from illness.

•

S. BARRET MCCORMICK is scheduled to return to New York next week following a two-month sojourn in the West.

•

LOU GINSBURG, of Amalgamated Buying and Booking Service, New Haven, will return here this week from a trip through the South.

•

JOHN H. AUER, Republic Pictures associate producer, is in Quonset, R. I., from here.

•

ROSALIND RUSSELL will leave New York early this week for the Coast.

Flick Will Address IMPDA Annual Meet

Some 50 members are expected to hear Dr. Hugh Flick, director of the New York State Censor Board, speak on motion picture censorship tomorrow at the annual meeting of the Independent Motion Picture Distributors Association at the Russian Tea Room here.

Besides Dr. Flick's address, various committee heads will report on progress.

Landau to Represent Lippert in London

Richard Landau has been named Robert L. Lippert's representative in London, where he will complete a co-production program with Exclusive Films, Ltd.

Landau will supervise production of five features for the remainder of 1954.

Rosen Guest Speaker at Phil. UJA Dinner

Samuel Rosen, executive vice-president of Stanley Warner Theatres, will be guest speaker at the annual theatrical division dinner of the Allied Jewish Appeal, tonight at the Variety Club, Tent No. 13, in Philadelphia.



Samuel Rosen

Ted Schlanger, zone manager of Stanley Warner, who will be toastmaster, said that the occasion will be utilized for mobilizing the entire industry in the interest of the campaign on behalf of the 48 agencies included within the Appeal.

Jay Emmanuel, trade paper publisher of "Exhibitor," is chairman. In addition to the entire Variety Club membership, which will be present, the following prominent people in theatrical circles will be seated at the dais: Melvin Fox and Leo Posel, independent exhibitors; Norman Silverman, chief barker, Variety Tent. No. 13, and Republic Pictures branch manager; Myer Barr, Trade Council head; Ephram Gomberg, executive director of the Philadelphia Allied Jewish Appeal, and Jack Beresin, former international chief barker and president of Berlo Vending.

Blumenstock Here For Product Talks

Mort Blumenstock, Warner Brothers vice-president in charge of advertising and publicity, arrived in New York over the weekend from Miami, where he attended the three-theatre world premiere of company's CinemaScope musical, "Lucky Me."

While here, Blumenstock will confer with home office executives on campaigns for "A Star Is Born," "Dial 'M' for Murder," "Them!", "Ring of Fear" and "The High and the Mighty."

20th Drops Action Against Brando

HOLLYWOOD, April 4.—Damage claims against Marlon Brando have been dropped, Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox, announced on Friday.

Zanuck said costs caused by delay in starting "The Egyptian" when Brando failed to appear in the film, would be borne both by Brando and the studio.

Brando's contract with 20th Century is restored, and he will start work on June 7 in "Desiree."

Start UA Festival

The Museum of Modern Art here begins its five-month festival of United Artists films in honor of UA's 35th anniversary with the showing today of D. W. Griffith's 1920 production, "Way Down East."

MPEA Meets Again On Japan Tomorrow

Another meeting of the Motion Picture Export Association on Japan will be held here tomorrow.

An emergency MPEA meeting, held Friday, failed to reach an agreement on the allocation of five permits among member companies, permits which evolved under the new Japanese allocation formula. Under the new Japanese decree, 101 permits will be allocated to American film companies, according to a formula based upon the number of pictures released by member companies in Japan last year and the amount of business chalked up by the releases. This formula led to a fractional permit allocation for member companies, totaling five permits.

The new Japanese decree, which recently went into effect, reduces by about 20 per cent the number of American films to be imported, resulting in a comparable reduction in remittances.

Para. Pre-Sells Kaye Film In Six Spots

Preceding the general saturation bookings of "Knock On Wood," which has been set for July release, six especially selected pre-selling engagements for the film have been set, starting in April, A. W. Schwalberg, president of Paramount Film Distributing Corp., has announced.

The Danny Kaye vehicle, one of the company's big pictures for 1954, will have its premiere at Warner's Beverly Hills Theatre, Beverly Hills, Calif., tomorrow and will open at the New York Capitol Theatre on April 16, Schwalberg said.

The other pre-selling engagements are: St. Francis Theatre, San Francisco, April 9; Playhouse Theatre, Washington, April 14; Astor Theatre, Boston, April 17, and Midtown Theatre, Philadelphia, April 21.

Shubert Trust Suit Appealed by D of J

WASHINGTON, April 4.—The Justice Department has appealed to the Supreme Court its anti-trust suit against the Shubert Brothers, alleging a monopoly in legitimate theatres in 11 major cities.

The suit was thrown out by a New York district court on the grounds that under the Supreme Court's baseball case decision, entertainment is not subject to the anti-trust laws. The Justice Department, in appealing the Shubert case, said it did not read the baseball decision in this manner and emphasized that the courts have sustained exactly parallel charges against motion picture theatre owners.

Set 'She-Wolf' Deals

Jules Levey left here for Montreal yesterday to set the Canadian distribution on "The She-Wolf," to which he owns the American rights and which now is in its seventh week at the World Theatre here. He also will set a deal on "The Versailles Story," to which he also owns rights.

Tradewise . . .

(*Continued from page* 1)

onstrated its worth. It is up to the industry, it would seem, to provide it with the stability and continuity it deserves by devising for it some form of revolving or self-perpetuating financing. By its performance it has shown that it is too useful, too valuable, to be forced to go hat-in-hand looking for funds every time it is called upon to do a job.

The governing triumvirate might well make the problem of finding permanent financing for COMPO a first order of post-tax exemption business.

Technical Tax Bill Hearing April 7

WASHINGTON, April 4.—The Senate Finance Committee said it would start public hearings April 7 on the House-passed technical tax relief bill.

The committee will meet April 6 to hear staff members explain the bill in executive session.

Chairman Millikin (R., Col.) said he hoped to finish the hearings April 23 and to have a bill reported out to the Senate sometime in May. He said the committee would not take oral testimony from persons who had testified before the House Ways and Means Committee unless they had brand new material to cover. Anyone can submit a written statement for the committee record, he declared.

Can't Examine Decca Books, Lloyd Is Told

Judge Morris Eder in New York Federal Court has dismissed a petition by David Lloyd, former Decca Records director, to examine the books and records of the company. Judge Eder based his dismissal on the fact that Lloyd no longer was a director and, therefore, was not entitled to see the books.

The judge had intended to appoint a referee to determine whether Lloyd's petition was in "good faith," but now has decided that "good faith" was not an issue in the dispute which involved Lloyd, Decca and Universal Pictures.

MPAA's DeBra on M.P. Councils Tour

Arthur H. DeBra, director of community and exhibitor relations department of the Motion Picture Association of America, is giving a series of talks before motion picture councils and other groups.

DeBra will speak largely on state censorshsip vs. voluntary self censorship, good upcoming productions and new systems. He will speak in Minneapolis, Grand Rapids, Cleveland, Akron, Philadelphia, Chicago and Fort Wayne.

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RKO Studio

(Continued from page 1)

Allan Dowling's "Night Music," and Benedict Bogeaus' "Where the Wind Dies." "Night Music" stars Linda Darnell and Dan Duryea. Hugh Brooke, who wrote the original story, is also producer, while Stuart Heisler directs.

"Where the Wind Dies," which will be filmed in color for wide screen projection, stars Cornel Wilde. Harmon Jones is director. The film will be photographed in the High Sierra country.

Dowling's second film for RKO release is "The Sea Is a Woman," the starting date for which will be May 7. Tom Gries will produce while Walter Doniger will direct.

'Cattle Queen' Starts June 1

On June 1, Bogeaus will start "Cattle Queen of Montana," starring Barbara Stanwyck. The film will be made in color for wide screen projection.

Also scheduled to get under way shortly is "Americano," starring Glenn Ford, Cesar Romero, Arthur Kennedy and Ursula Thies. RKO is currently negotiating for a director for this picture, it was stated.

Meanwhile, the company is readying for release several pictures, already completed. They are, according to RKO, the following, in addition to "Son of Sinbad"; "Susan Slept Here," in SuperScope and Technicolor, "Jet Pilot," in Technicolor, "Silver Lode," in SuperScope and Technicolor, and "The Big Rainbow," in SuperScope and Technicolor.

'Genevieve' Scores

ANN ARBOR, Mich., April 4.—Playing its first non-art house engagement, Universal's "Genevieve" grossed $10,300 in eight days at the Michigan Theatre here, according to the distributor. This is reported to be the biggest gross on a Universal picture, with the exception of "The Glenn Miller Story," at this house.

RKO Plans Release Of Seal-less 'Son'

HOLLYWOOD, April 4.—RKO Pictures' "Son of Sinbad," which has failed to gain a Production Code Seal, is being readied for release, according to a company announcement here.

The picture, minus a Code Seal, has been submitted to the state censor boards of New York and Ohio and in both instances was rejected because of "objectionable" scenes.

28 from 20th

(Continued from page 1)

metrius and the Gladiators," sequel to "The Robe," will open in mid-June following "Three Coins in the Fountain" and "The River of No Return," both of which will be issued in May.

"Garden of Evil" is scheduled for July, and "Broken Lance" for August, while for autumn the company has slated "The Egyptian," Darryl F. Zanuck's first production in CinemaScope.

The four CinemaScope features scheduled for the last quarter of 1954 are "A Woman's World," "Ice Capades," "The Man Who Never Was," "The Racers" and "There's No Business Like Show Business."

CinemaScope films from 20th-Fox already in release are "Prince Valiant," "Night People," "King of the Khyber Rifles," "Beneath the 12-Mile Reef" and "The Robe."

Standard films produced by Panoramic Productions scheduled for release later this year are "The Rocket Man," "The Siege at Red River," "Gorilla at Large," "Princess of the Nile," "The Raid," "The Gambler From Natchez," and "Hawk of the Desert."

Standard films already in release are "Three Young Texans," "Miss Robin Crusoe," and "Racing Blood."

Mixed Policies on Prices

(Continued from page 1)

Salem, Ore., where several new television outlets are bidding for the customers' attention.

In Detroit, major circuit houses are holding prices at the regular level, but executives are worried over the fact that publicity on reductions in luxury commodities may boomerang, especially because theatres there asked patrons to sign petitions for the tax reduction.

As of the weekend, Milwaukee circuits had not set definite policies, but, temporarily, at least, will absorb the tax exemption and not reduce prices. Small neighborhood houses, however, are adjusting to the nearest nickel, while drive-ins are raising prices from 74 cents, including tax, to 85 cents, tax included.

First-run Indianapolis theatres are splitting the tax cut with the patrons at most price levels, but the subsequent-run situation still is fluid. Indications are that most of the 28-day theatres will cut from 60 cents to 50 cents for competitive reasons. These include drive-ins. Deeper sub-runs are expected to try to hold to the established 44-cent to 50-cent prices. Dale McFarland, general manager of the Greater Indianapolis circuit, which operates four first-runs, announced that the scale in the 60-cent to 85-cent theatres would be revised to 50 cents before 1:00 P.M., 60 cents until 6 o'clock and 80 cents thereafter. One theatre will charge 35 cents before 1 o'clock, then drop from 50 cents to 45 cents until 6 o'clock and from 76 cents to 70 cents until closing.

Goldstein Passes It On

Samuel Goldstein, head of Western Massachusettes Theatres, announced that his circuit was passing the tax-saving to the public in its smaller theatres. Similarly, in Chattanooga, Tenn., most of the local theatres are reducing prices immediately, with most of the undecided situations expected to follow suit.

On the West Coast, Robert A. Riddell, Internal Revenue director, estimated that the excise tax reduction would save Southern California citizens approximately $6,500,000, pegging the savings on admission taxes at $2,500,000. His district extends from Fresno South to the Mexican border.

Italian Industry Code

(Continued from page 1)

ards to be met will be established by the new committee. All producing companies which are members of the Union of Producers are bound to comply with the decisions of the control system. Approved pictures will carry a distinguishing seal. Pictures without the seal will not be eligible for Italian government subsidies nor for distribution abroad by Italian Films Export.

The project of an Italian production regulation system, on a voluntary basis, was sponsored originally by Martin Quigley, Jr., editor of "Motion Picture Herald."

The first Italian film code, Il Codice per la Cinematografia, was drafted by Eitel Monaco, then general counsel and now president of ANICA. It was based on the American code as modified by Quigley and Monaco following discussions with a score of Italian film experts. Although the code was accepted individually by a majority of the producing-distributing companies and formally endorsed by ANICA in 1945, no administration system was established.

Principal opposition to the Codice per la Cinematografia—or any self-regulation system—during the past eight years is said to have come from the Italian Communist Party. The new industry production control committee is not bound by the code but may use it as a frame of reference in establishing its principles, according to reports from Rome.

Johnston Calls on

(Continued from page 1)

world and film councils of foreign countries, was aimed at more than 30 countries which have some form of an admissions tax.

Johnston, on the eve of his departure, had nothing to say on the status of the French pact, according to an MPAA spokesman here. The MPAA president went to France last week for a fresh attempt to settle a number of issues blocking French sanction of the pact, initialed last summer.

In his statement on the admission tax, Johnston said "the wise action of the American government in completely exempting all motion picture admissions on 50 cents and under from the tax and halving a tax on higher admissions should meet cordial reception all over the world. I hope that every country with amusement taxes will consider the U. S. action a sound precedent for reducing such taxes."

Chicago Theatre Tax For Feb. Exceeds '53

CHICAGO, April 4.—The theatre business here continues to run ahead of last year, according to figures released on Friday by the city collectors office, showing that the three per cent collections on February theatre receipts were $96,939.31 against $90,575.11 for the same month in 1953, although the collections were down from the previous month's $99,554.62 for January receipts.

Total collections so far this year are $285,983.72, compared with last year's $267,678.36, an increase of roughly six per cent. With the elimination of Federal taxes up to 50 cents and reductions of 10 per cent on higher prices, city officials are expecting an increased "take" from theatres, inasmuch as in most cases the reduction will not be passed on to the public.

2 RCA Dividends

A quarterly dividend of 25 cents per share on the common stock of the RCA, payable May 24, to holders of record April 15, 1954, was announced at the weekend.

A dividend of 87½ cents per share was also declared on the first preferred stock for the period April 1 to June 30, payable July 1 to holders of record at the close of business on June 14.

Home Office Union

(Continued from page 1)

to the Home Office Employees, under the IATSE constitution the per capita dues will jump from 75 cents per quarter per member, as now in effect for special departments, to $3.75 per quarter per member.

A spokesman for H-63 said that while full autonomy is being sought from IATSE, the executive council at the Home Office Employees is mulling an offer from the "white collar" Office Workers International, AFL, which contends that H-63 should be under its jurisdiction instead of a craft union. No immediate action is foreseen, the union man said, because the general membership would have to vote on the issue.

Russell M. Moss, executive vice-president of H-63, has asked Walsh to step into the negotiations between the union and Paramount publicists and newsreel personnel. An IATSE representative stated that no action has yet been announced by Walsh as to this request.

Contract negotiations between the home office workers and distributors are not yet completed, it was learned. H-63 is stalled at Paramount and has yet to begin talks at RKO Pictures. An agreement has been reached with Loew's, Inc., but the contract hasn't been signed, it was reported.

'Valiant' Tomorrow

Over 300 film industry leaders will attend the premiere of 20th Century-Fox's CinemaScope production "Prince Valiant" tomorrow night at the Roxy Theatre here.

Sees Industry Pilot TV Film by April 15

By April 15 the pilot film promoting the motion picture industry should be ready, Robert Weitman, vice-president of American Broadcasting-Paramount Theatres, said at the weekend.

Weitman said that ABC, a division of AB-PT, is now setting the personalities. The long delayed pilot film will be submitted for approval to the Motion Picture Association of America, the agency which reached a tentative agreement with the network for the series.

ATTENTION SHOWMEN



ATTENTION MIAMI!



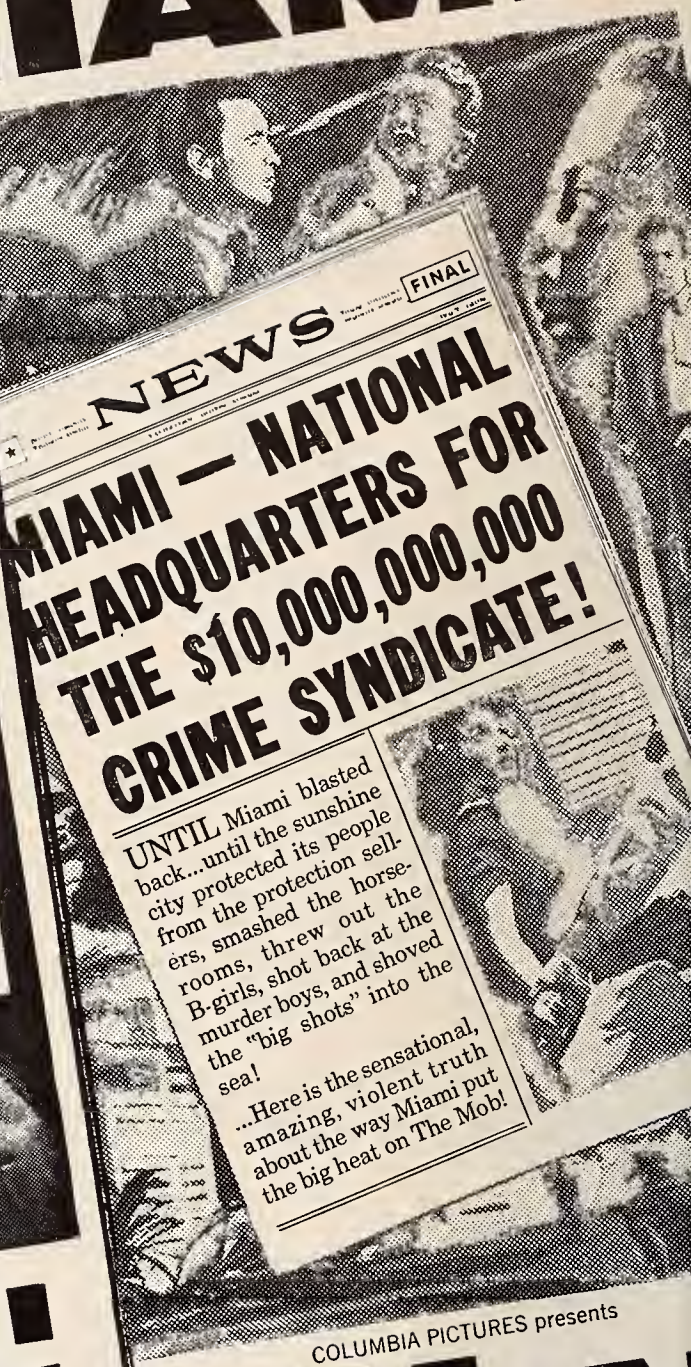
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See how Miami blasted the SILK, SATIN AND SUDDEN-DEATH SYNDICATE!



See how the Sunshine City struck back at the vice ring, the fixed games, the shake-down, the paid gun, the B-Girls, the murder boys, the big shots!

See the sensational, shocking truth about the way Miami put the big heat on the mob!



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with JOHN BAER · ADELE JERGENS

Story and Screen Play by ROBERT E. KENT
Produced by SAM KATZMAN · Directed by FRED F. SEARS
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"THE MIAMI STORY"

OPENS AT THE

PARAMOUNT IN NEW YORK,

THE CHICAGO IN CHICAGO,

THE PARAMOUNT

DOWNTOWN AND THE

PARAMOUNT HOLLYWOOD

IN LOS ANGELES,

AND AT THE ALL-STATE

PREMIERE IN FLORIDA!



A SALUTE to

GENERAL FOODS

ASCAP—*The Thirty-five hundred* members of the AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS, will long remember with pride and gratitude the evening of Sunday, March 28th, 1954.

The hour and one-half televised tribute, so warmly deserved, to ASCAP members

ROGERS AND HAMMERSTEIN

presented before a nation-wide audience, unprecedented in the annals of televised entertainment, performed a two-fold public service:

As it channeled inspiration and enjoyment into the American home, it brought inspiration and resolution to fellow composers, authors and publishers of ASCAP to the end that our members will never rest their creative labors in their search to bring words and music into the homes of not only the 160,000,000 lives of our good people, but indeed the peoples of the world. If songs are ambassadors of good will—and they are—then Rogers and Hammerstein are truly Ministers *with* Portfolios bulging with harmony for a troubled world.

Understandably then, and with good reason, we salute GENERAL FOODS on its Twenty-fifth Anniversary, the ASCAP—licensed telecasters who with miraculous perfection bore the enchanting artists into your presence, and above all RICHARD RODGERS and OSCAR HAMMERSTEIN II for their genius that through the years has so richly endowed the ASCAP repertory.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 65 NEW YORK, U. S. A., TUESDAY, APRIL 6, 1954 TEN CENTS

Meets U. K. Press

C'Scope Tests To Be Held in Britain Also

Silverstone Clarifies 20th's Profit Guaranty

By PETER BURNUP

LONDON, April 5. — Tests of stereophonic versus single track sound will be conducted here under the direction of Spyros Skouras, 20th Century-Fox president, some time in the latter part of May, Murray Silverstone, president of 20th Century-Fox International Corp., told a meeting of representatives of the trade and national press here today.

Silverstone also repeated announcements of new CinemaScope developments which were given to the American press at a meeting with company officials in New York a week ago.

The announcements included those concerning:

¶ Development of new CinemaScope camera lenses;

¶ Lower prices on Bausch & Lomb projection attachments;

¶ Guarantee of a profit on the en-

(*Continued on page* 4)

POLICY FOR TAXABLE LOGE SEATS

The handling of the new ticket tax in special loge cases was explained here yesterday by an RKO Theatres spokesman.

The special cases referred to the following situation: A patron buys a tax-free 50-cent general admission ticket, but upon entering the theatre finds that he prefers sitting in the loge, with loge seats selling for 60 cents, the ten additional cents bringing the ticket price above the 50 cents exemption.

According to the RKO Theatres spokesman, the general admission ticket is exchanged for a loge ticket, the price of which is 55 cents plus five cents admission tax, for which the patron pays the extra 10 cents.

2-Men-in-Booth Plea Continued in Mass.

BOSTON, April 5.—The Supreme Court of Massachusetts sent back to the Superior Court for further hearings an appeal of the Commissioner of Public Safety on the regulation regarding two men in a projection booth.

The Superior Court held the Department of Public Safety had no authority to regulate the use of acetate film in projection booths. The court decided too that acetate film was not combustible within the meaning of the law.

This ruling was challenged by the higher court's decision, which said the Superior Court was wrong in holding that acetate film is not combustible and that the commissioner had author-

(*Continued on page* 4)

Consent Settlements Needed, Says Barnes

WASHINGTON, April 5. — Assistant Attorney General Stanley N. Barnes in charge of the Justice Department's anti-trust division said anti-trust complaints received by the department "have skyrocketed."

Barnes made the statement in an address to an American Bar Association anti-trust panel citing the increase as illustrating the need for more consent judgments. He said that whereas the anti-trust division received 373 complaints in a seven-month period in 1952, it had received 527 complaints in the like 1953 period.

Barnes said a rising tide of complaints and falling appropriations

(*Continued on page* 4)

No Complaints

Report Public Accepts New Price Policy

Patrons Go Along with Exhibitors, Poll Finds

Public acceptance of the new "crazy-quilt" ticket price pattern blanketing the U. S. was revealed here yesterday in a poll of major circuits and leading Broadway showcases.

No complaints of any significance were registered in motion picture theatres on prices since last Thursday's reduced ticket tax schedule, according to the survey. Those circuits polled include Loew's, RKO Theatre, Stanley Warner and Brandt Theatres.

The lack of public reaction, according to circuit executives, held true for those situations which retained the full 10 per cent tax saving, as well as those theatres that passed a portion of the saving on to the public. That does not mean, according to one circuit official, that the ticket price is not a factor in today's exhibition market, nor does it mean that competi-

(*Continued on page* 4)

In Line With Policy

Warners Slates 12 Pictures For Early Production

HOLLYWOOD, April 5.—Warner Brothers has slated 12 pictures for production during the spring and early summer in line with the studio's policy of basing its program on important story properties. Other pictures will be started as scripts and casting are completed, Jack L. Warner stated today. Warner pointed out that forthcoming WB pictures would be selected from the best of contemporary best-selling novels, literary classics, stage hits and TV shows.

Three pictures are starting at once. They are "Helen of Troy," "Land of the Pharoahs" and "Dragnet." Young Italian star Rossana Podesta has been selected for the role of Helen, while Jack Hawkins, who was voted England's top box-office star, will head the "Pharoahs" cast. Both will be in CinemaScope and WarnerColor. Jack Webb will star in "Dragnet" and direct it as well.

Scheduled for an early June start,

(*Continued on page* 5)

Film Buying Rules Eased by Denmark

COPENHAGEN, April 5. — The Ministry of Commerce has agreed to abolish the existing allocation system for films purchased on a dollar basis. The Board of Supply and Danish importers were informed of the move after several negotiations during the past few months.

At the same time all other regula-

(*Continued on page* 4)

Kupper to Head Chromart Sales

LONDON, April 5. — William J. Kupper, retiring managing director in Britain for 20th Century-Fox, has been appointed vice-president and general sales manager of the Chromart Colour Organization.

In his new post, he will handle the sales of the organization's product in Canada and the U. S. According to

(*Continued on page* 4)

Name Sidney Cooper UA Washington Mgr.

Sidney Cooper has been named branch manager of the United Artists' Washington exchange, effective next Monday, by B. G. Kranze, UA general sales manager.

Cooper moves to Washington from New Haven, where he headed the company's branch.

Cooper's entire career in the industry has been in association with United Artists. Ten years ago he began as a salesman in Pittsburgh, transferring later to Detroit in a similar capacity. He was named

(*Continued on page* 4)

SUPREME COURT REFUSES APPEAL HEARING ON DUFFY-GRIFFITH CASE

WASHINGTON, April 5.—The Supreme Court today refused to overturn an Appeals Court decision throwing out a private anti-trust suit which was filed against Griffith Consolidated Theatres, Inc.

The suit had been brought by Duffy Theatres, Inc., which owned the only two theatres in Mangum, Okla., in the mid-1930's. Duffy claimed Griffith made it impossible for the two Duffy theatres to get films and forced Duffy to sell the theatres to Griffith. How-

(*Continued on page* 6)

Wis. Allied Opens Convention Today

MILWAUKEE, April 5. — Allied Theatres of Wisconsin will open its annual convention here tomorrow with indications that it will break all attendance records. The agenda covers a wide range of subjects, consisting of drive-in operations, equipment, vending, open forums and addresses by Abram F. Myers, Mike Simons and

(*Continued on page* 4)

Personal Mention

LEO F. SAMUELS, head of worldwide sales for Walt Disney Productions, and CHARLES LEVY, publicity director, left New York yesterday for Toronto.

•

HARRY W. MARTIN, of the J. Arthur Rank Organization, will arrive here from London today on a B.O.A.C. Monarch. FRANK MOORE, of Columbia Pictures, left here last night, also on a B.O.A.C. Monarch, for England.

•

HOWARD REIF, of Modern Theatres, Cleveland, on April 13 will follow his annual custom of hosting all circuit managers at the opening baseball game there, this year between the Cleveland Indians and the Boston Red Sox.

•

TOM MCCLEASTER and I. J. SCHMERTZ, Cleveland district and branch manager, respectively, for 20th Century-Fox, and M. B. HORWITZ, Cleveland exhibitor, have returned there from Baltimore.

•

BILL DAURELLE, M-G-M booker in Cleveland, has been transferred to the Indianapolis branch. He will be succeeded in Cleveland by BOB DITTRICK.

•

PETER PERAKOS, head of Perakos Theatre Associates, New Britain, Conn., is marking his 48th year in the entertainment industry.

•

WILLIAM RICHARDSON, president of Astor Pictures, Atlanta, and CLIFF WILSON, of the ABC Booking Service, have returned there from Florida.

•

MRS. ERNEST A. GRECULA, wife of the advertising-publicity director of the Hartford Theatre Circuit, is recuperating from surgery.

•

RICHARD BROOKS, director, arrived in New York from Europe yesterday and left here last night by plane for Hollywood.

•

IRVING SOCHIN, Universal Pictures short subjects sales manager, is in Charlotte from New York enroute to Atlanta.

•

LEONARD BURCH, branch manager of United World Films, Atlanta, has returned there from the Carolinas.

•

OLLIE WILLIAMSON, Warner Brothers district manager in Atlanta, has returned there from Jacksonville.

•

EDWIN ANHALT, writer, and MRS. ANHALT will arrive in New York today from Hollywood.

•

FOSTER BLAKE, Universal Pictures Western division sales manager, was in Seattle from New York.

AA Stock Sellout

Allied Artists Picture Corporation's 150,000 shares of 5½% convertible preferred stock, with a $10 par value, was oversubscribed, according to Emanuel, Deetjen & Co., managing underwriters.

Italian Red Deputy Hits Luce on Films

ROME, April 4.—Charges of leftist implications in Italian motion pictures, made by Premier Mario Scelba, were suggested by American Ambassador Clare Booth Luce, Communist Deputy Mario Alicata has charged in Parliament.

Echoing the Italian Producers Association statement, Alicata said that the anti-Communist campaign is a pretext to defend the big American interests which, he said, is presently shaken by the growing success of Italian pictures. He charged the Hollywood industry of maneuvering for monopolistic control of two of Italy's largest circuits.

Denying that Italian producers get big profits, he warned the government that all Italian Communist workers will back Communist action favoring the national motion picture industry against what he called American impositions.

Urges European Pool

The Democratic Christian Deputy, Mariano Pintus, urged the government to join the French move for the establishment of a European film pool.

Meanwhile, the Communist daily, "Unita," approved the Italian Producers Association statement which absolutely denied leftist influence in Italian motion pictures. It went on to assert that such information, previously published in the foreign press and then echoed here by the government, is due to the resentment of foreign industries in connection with the unexpected success of Italian pictures everywhere.

Mattsson of Scandia Is Dead at 65

Funeral services were held yesterday for Ernest Mattsson, president of Scandia Films, Inc., distributors of Swedish films in this country, who died at the age of 65 after a brief illness.

Mattsson, a veteran of the industry with more than 50 years of association with foreign pictures, was a member of the Motion Picture Pioneers and the Swedish Chamber of Commerce of the United States. His wife, Alice, survives.

NSS Accepts Orders For Superscope Lens

Orders for the anamorphic Superscope projection lens are now being accepted by National Screen Service, George F. Dembow, vice-president in charge of sales for NSS, has disclosed.

Dembow detailed the price policy to all sales personnel at $700 per pair. Orders now placed would be filled between May 15 and May 20, he said.

Olen McCutchen Dies

MEMPHIS, April 5.—Olen Walker McCutchen, Blytheville, Ark., theatre owner, died early Sunday at Battle Creek sanitarium, Battle Creek, Mich. He was 64.

McCutchen owned motion picture houses in Charleston and Sikeston, Mo.

Fox Has 1,452 'Scope Dates During Easter

Twentieth Century-Fox CinemaScope productions have been booked to open in 1,452 theatres throughout the world for Easter Week, the company announced yesterday. Of the total, 1,336 are domestic and Canadian theatres and 116 situations abroad.

Moreover, more key-city first-run theatres will show a 20th-Fox attraction during the key holiday season than ever participated in any past year, with 208 theatres opening "Prince Valiant" and 240 houses exhibiting "Night People," it was said.

Easter Week will also see 192 subsequent run and smaller-town theatres showing "How to Marry a Millionaire," and 160 others will present "Hell and High Water." Holiday bookings on "King of the Khyber Rifles" and "Beneath The 12-Mile Reef" total in excess of 400.

Reports from the British Isles, Europe, Asia, Latin America and Australia show equally widespread engagements of CinemaScope pictures during Easter Week, it was said. A majority of CinemaScope-equipped theatres will present either "How to Marry a Millionaire," "Beneath The 12-Mile Reef" or "King of the Khyber Rifles" during the period. Almost all foreign houses equipped for the new medium have completed engagement of, or are currently showing "The Robe," the company announced.

UA Festival of Hits Starts at Museum

The Museum of Modern Art yesterday began its five-month film festival commemorating the 35th anniversary of the founding of United Artists.

The festival was launched officially at a reception on Sunday honoring Lillian Gish in the home of Mrs. John D. Rockefeller, III, here.

Film personalities from the silent era to the present in attendance included Gloria Swanson, Carmel Myers, Aileen Pringle, Neil Hamilton and Louise Brooks, as well as Stuart Erwin, Una Merkle, June Collyer and Ilka Chase. Joseph Von Sternberg, Anita Loos, Marc Connelly, A. W. Schwalberg and Max E. Youngstein also attended.

Para. Studio Orders Perspecta Units

HOLLYWOOD, April 5.—Paramount studio has ordered two additional Perspecta stereophonic sound system units for use with VistaVision, and installations are expected to be completed this week.

For purposes of identification with Paramount's new double-negative, large-screen process, the sound system is referred to as "VistaVision Sound."

Johnston Returns

WASHINGTON, April 5.—Motion Picture Association president Eric A. Johnston returned from Paris to Washington, but refused to discuss the status of the French film pact talks. Aides said they did not know when there would be any word from MPAA on the French situation.

Exhibitor Should Tell His Media Wants, Brisson Advises

Exhibitors should "speak out" on the issue of standardization of new projection media, independent producer Fred Brisson said here yesterday. Indicating that uniformity of systems must come soon, Brisson asserted that exhibitors should let Hollywood know their preferences so that the problem can be resolved as quickly as possible.

Brisson, who said he was the first independent to embrace VistaVision, expressed the opinion that the Paramount-developed process would be universally adopted. He will use the medium in the production of "The Girl Rush," for RKO release, which he will make in Las Vegas, with Rosalind Russell starred. He has set a tentative budget of $2,500,000. Brisson also is preparing the "The Pajama Game" for Broadway production.

Testing Two Cameras

"Technicolor is experimenting with two VistaVision cameras," Brisson said. "I expect to know next week whether I can get delivery of the cameras I ordered by August so that I can begin production," he said.

Brisson stated that many top flight producers are leaving major studios to enter the independent production ranks. He cited the cases of William L. Wyler and Billy Wilder who are reported closing independent deals with Allied Artists.

"Eventually," Brisson said, "all the major studios will be working with independent producers." Howard Hughes, who assumed full control of RKO Pictures, has shown an indication to open things up for the independent, Brisson said.

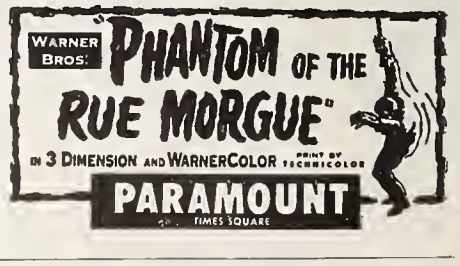
Arthur Kelly Moves Office to Paris

Arthur W. Kelly, Charles Chaplin's sales representative and former United Artists vice-president, has closed his New York office and has transferred his headquarters to Paris. He will base his activities in the UA Paris office for the present.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"ROSE MARIE"
starring
Ann BLYTH Howard KEEL Fernando LAMAS
in CinemaScope
Photographed in EASTMAN COLOR
An M-G-M Picture — and the MUSIC HALL'S GREAT EASTER STAGE SHOW



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35TH ANNIVERSARY 1919 UA 1954

C'Scope Tests

(*Continued from page* 1)

gagements of the 20th-Fox CinemaScope.

¶ Withdrawal of 20th-Fox from marketing of projection attachments;

¶ Twentieth-Fox support for all processes which help theatres compete with television.

Silverstone also clarified the company's intentions with respect to giving effect to its guarantee of a profit on its CinemaScope productions. He said that any exhibitor who proved he had incurred a loss on such bookings would be paid cash covering not only the loss but providing him as well with a reasonable profit.

Sees Competition Beaten

Silverstone emphasized that the company is confident that CinemaScope not only will provide a profit for all concerned but also will preserve the British exhibitor from the devastating competition which will confront him when commerical television gets under way here.

He said he is engaged in talks here currently which he hopes will result not only in lowered cost of the CinemaScope package but which also will provide extended credit terms to exhibitors. Silverstone added that he also is engaged in talks regarding the production here of quota films in CinemaScope with 20th-Fox aid.

He asserted that 20th-Fox with the aid of CinemaScope is determined to smash the pernicious British-Scottish release system which, he said, is stifling worthwhile pictures with its cast iron release pattern. He added that the solution lies in fewer but mightier pictures.

Repeat of U. S. Confab

The session was in all major respects a London performance of the New York CinemaScope press conference of last week, with the history of CinemaScope's development and the record of its amazing grosses to date reported upon, here as there.



See Public Accepting New Price Policy

(*Continued from page* 1)

tive factors should not be weighed. However, it does indicate that the public is going along with exhibition in adapting the tax saving to the individual situation, he added.

A spokesman for one large circuit pointed out that the newspapers, on the whole, had been very cooperative, realizing the merits in the industry's position that in many situations the 10 per cent tax cut and the tax exemption on tickets of 50 cents and less, had to be retained by distressed exhibitors.

Another circuit executive claimed that the public doesn't know the difference, explaining that during the past year most theatres have maintained a "flexible" price policy, increasing prices for CinemaScope productions, road show films and such pictures as "From Here to Eternity." In this period of what he called "constant change," the price factor of a few cents, one way or the other is not the determining factor, he argued, concluding that if the public wants to buy what is offered, it will do so unmindful of a slight increase or decrease at the box-office.

Two Instances Cited

To cite two opposing situations on Broadway, here is what happened. The Roxy, which reduced its weekday price scale from the $1 to $1.80 price range to 90 cents to $1.65, found that when the reduction was pointed out to the patron, satisfaction was voiced by the patron in most cases, according to a spokesman. However, the spokesman added that many people don't realize the price reduction and the comments are few. A similar lack of reaction was reported by the Brandt circuit's Globe and Mayfair on Broadway, two theatres which, unlike the Roxy, maintained their pre-tax reduction level.

Denver Houses Maintain Former Price Scales

DENVER, April 5.—The only theatres in this area that are changing prices due to the cut in the admission tax are those which were charging 55 cents with the tax. There are six of such houses in Denver and the suburbs. These theatres are dropping to 50 cents. Reports from the territory indicate that houses that were charging 55 cents also are dropping to a half-dollar.

Two first-runs here were charging advanced admissons at the time of the cut-back, but they went right along with their former prices. Other first runs are maintaining their regular price range of 50 cents to 85 cents. Circuits which have stated there would be no price cuts at this time were Gibralter Enterprises, Fox Intermountain, Cooper Foundation and Lee Theatres.

Exhibitors report that very few patrons asked about the tax reduction.

Albany Houses Keep Most of Tax Saving

ALBANY, April 5—Theatres here are retaining most of the tax-reduction money. Fabian's Palace and Stanley Warner's Strand, which recently increased the weekday matinee charge from 50 cents to 60 cents and week nights from 74 cents to 85 cents, kept the afternoon scale but cut the evening prices by five cents. Children's admissions remained at 25 cents.

The Strand reduced its special scale for the current 3-D "Phantom of Rue Morgue," while the Grand and Ritz absorbed the tax-reduction money. The Delaware, Stanley Warner art theatre, which raised its week night price from 70 cents to 85 cents when the downtown first-runs hiked their prices, made no change in its scale.

Two Subsequents Unchanged

The second-run Madison, a neighborhood house, kept its scale intact after having advanced its evening prices a few months ago from 50 cents to 60 cents, Saturday matinees from 44 cents to 50 cents and children's tickets from 20 cents to 25 cents. The second-run Leland, downtown, held its schedule at 50 cents top.

Compo's 'Grass Roots' Campaign Cited

COMPO's tax campaign, last year and this, won the admiration of many legislators, veteran Washington observers, newspapermen and others. A detailed description of the campaign and how it worked both years was written by John D. Morris of the "New York Times" Washington staff and published in that paper yesterday.

"When the grass roots speak, Congress listens and often acts," the "Times" piece begins, pointing out the major role in COMPO's campaigns played by "the folks back home."

Two-Men-in-Booth

(*Continued from page* 1)

ity to regulate its use. But they refused to decided on the reasonableness of his regulation requiring two men in a projection booth.

Calls Hearing 'Limited'

In sending the case back, the Supreme Court said "Such hearing is to be limited to a consideration of evidence relating to the ordinary use and operation of cinematographs in motion picture theatres located within the commonwealth."

Kupper to Head

(*Continued from page* 1)

present plans, he is expected to make annual trips to Britain to oversee the market here.

Kupper, on Wednesday, will bid goodbye to his British associates in 20th-Fox at a dinner here which will be attended by 20th-Fox branch managers, department heads and Movietone executives.

Wisc. Allied

(*Continued from page* 1)

Al Sindlinger. There will be the usual cocktail parties and banquet. The convention will end on Thursday.

The opening day program is confined to drive-in operations. Speakers will be Elmer Brennan, Robert Karatz, S. Papas and Ben Marcus. Election of officers is scheduled to be held on Wednesday.

Consent Settlements

(*Continued from page* 1)

made it more necessary than ever for the division to use consent judgments because "consent settlements do mean real cost cuts."

He said defendants were encouraged to enter anti-trust consent judgments because such judgments do not service private plaintiffs as prima facie evidence of their case, while judgments won by the government through litigation do serve as much prima facie evidence for private plaintiffs.

"Thus," he declared, "defendants agreeing to consent judgments to consent decrees sharply cut chances of forays by future treble damage plaintiffs." He cited a recent Law Review article that "all of the movie litigation and approximately two-thirds of other private suits have followed successful government anti-trust proceedings."

Sidney Cooper

(*Continued from page* 1)

branch manager in Cleveland before taking over the New Haven post.

In Washington, Cooper succeeds Arthur Levy, who has resigned. Appointment of Cooper's successor in New Haven will be announced shortly.

Knoxville Bans 'Line'

KNOXVILLE, Tenn., April 5.—The Knoxville Board of Review reversed its decision and banned "The French Line." Earlier, the board indicated it would allow the film to be shown.

Denmark

(*Continued from page* 1)

tions for purchases of films have been been cancelled. Foreign producers are now allowed to take more than the 60 per cent of net income on films. In addition, advance and guarantee payments are again accepted, bringing the Danish film trade back to pre-war condition.

From 1947 to 1949 all films were imported on a flat-rate basis under the old allocation system. But, beginning on Jan. 1, 1950, it was again permitted to import films on a percentage basis, allowing American producers to have possible additional dollars frozen in Denmark.

Allotments granted during recent years have been: 1949, $408,000; 1950, $608,800; 1951 and 1952, $456,750, and 1953, $695,000. Figures are based on the Danish kronen, which is worth 14.5 cents in American money.

'Long Wait'

"The Long Wait," United Artists release, will open at the Woods Theatre in Chicago on May 16.



Warners

(*Continued from page 1*)

Warner announced, is "The Silver Chalice," adapted from Thomas B. Costain's novel which recently passed the 2,000,000-sales mark and has headed the best seller lists for many months. To date, Virginia Mayo has been named for one of the leading roles. It will be in CinemaScope and WarnerColor.

"Strange Lady in Town," starring Greer Garson under the direction of Mervyn LeRoy, in CinemaScope and WarnerColor, also is scheduled for a June start.

"East of Eden," CinemaScope and WarnerColor production of John Steinbeck's novel, is next on the filming schedule, with Elia Kazan producing and directing.

Ferber 'Giant' Included

Other properties of equal magnitude which Warner announced for imminent filming are:

Edna Ferber's "Giant," to be produced and directed by George Stevens, in association with Henry Ginsberg; "Mr. Roberts," the Broadway hit, to star Henry Fonda in the title role he created on the stage and to be directed by John Ford, CinemaScope and WarnerColor; "The Sea Chase," to star John Wayne; John Farrow will direct the CinemaScope and WarnerColor production, "Daniel Boone," to star Gary Cooper in the title role of the famed frontiersman. A United States Pictures production for Warner Bros., the CinemaScope and WarnerColor picture will be produced by Milton Sperling; "The Spirit of St. Louis," story of Col. Charles Lindbergh's solo flight from New York to Paris, in CinemaScope and WarnerColor; "Moby Dick," which will star Gregory Peck and be produced and directed by John Huston in CinemaScope and WarnerColor.

'Battle Cry' Being Made

Currently filming, Warner continued, is "Battle Cry."

Just completed is "A Star Is Born," starring Judy Garland, James Mason, Jack Carson, Charles Bickford.

Finished and scheduled for early release are:

"Lucky Me," "Dial M for Murder," "Ring of Fear," "The High and the Mighty," "Them!" and "King Richard and the Crusaders," adapted from Sir Walter Scott's classic romance, "The Talisman."

Col. SPG Meets Today

The Columbia Pictures member of the Screen Publicists Guild will meet today to consider the film company's latest offer to settle the present contract negotiations.

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Reviews

"The Lone Gun"

(*World Films-UA*)

GEORGE MONTGOMERY, as the strong-armed, but law-abiding marshal of a small Texas town, cleans out a clan of cattle rustlers, restores peace and wins the hand of a blue-jeaned ranch owner, played by Dorothy Malone, in this standard Western. Offering the routine pattern of the ambush, fist-fight frontier story, the picture's notable point is the photography of Lester White, who captures a great deal of the dust and sagebrush of the Southwest with his cameras. Noteworthy too, is the character bit played by Frank Faylen. As a philosophical gambler, who can handle a pearl-handled .38 as well as shuffle, Faylen introduces his share of dry humor and spryness to the picture.

As stories go, this one follows the standard pattern. The newly appointed marshal sets out to aid the folks in dire straits, Skippy Homeier and his sister, who have been taken advantage of by the rustlers. The marshal, aided by his gambling side-kick, overcomes the mob and wins the hand of Miss Malone after throwing the usual amount of lead and fists around.

In color, by Color Corp. of America, with lots of horses hoofs and dust raised, this looks like good double feature material. With suitable direction by Ray Nazarro and featuring the ruggedness of Montgomery, it should be a natural for the Western addict.

Screenplay by Don Martin and Richard Schayer, from a story by L. L. Foreman.

Running time, 78 minutes. General classification. For release in April.

"The Pickwick Papers"

(*Mayer-Kingsley*)

SMOOTHLY directed by Noel Langley, with fine character portrayals by Nigel Patrick and James Hayter, "The Pickwick Papers" is a sound attraction for selective audiences. Despite its lengthiness, the film maintains interest throughout. Langley also wrote the script.

The journey through Britain of Charles Dickens' fictitious Pickwick Club, a small, select organization of well-to-do bachelors, is filled with situation humor. Chief victim of circumstance is Hayter as Samuel Pickwick. As an innocent bystander he is involved in a breach of promise suit and is sentenced to debtors' prison, among other minor tragedies.

Nigel Patrick, a penniless strolling actor, attaches himself to the gentlemen of the club and the opportunist agrees to aid them in their search for a widening sphere of knowledge.

Patrick's smooth tongue constantly gets Hayter into hot water. But after being evicted from a girls' seminary, ridiculed in court and serving time in debtors' prison, the gullible old man is rescued by his valet, Sam Fowler. As the film concludes, even Patrick is forgiven for his mischief when Hayter gives him money to satisfy his ambition to settle in Jamaica.

The production, first full-length feature treatment of the Dickens' novel, is high-level entertainment for specialized theatres, as produced by George Minter.

Running time, 109 minutes. General audience classification. Release, April 3.

2,000 Theatres Book 'U' Solid in April

More than 2,000 theatres have solidly booked Universal-International pictures during the month of April, the company announced. The bookings are in conjunction with the "Feldman 100 Percenters Club," in U-I's current Charles J. Feldman annual sales drive.

Ending its thirteenth week, the current drive has pushed U-I's billings ahead of last year's campaign which was the biggest in the company's history, it was said.

The Western division headed by Foster M. Blake is ahead as of today. Leading drive district, headed by P. F. Rosian, consists of Cleveland, Detroit, Pittsburgh and Washington.

Dance Sequence Bans 'Sinbad' in Memphis

MEMPHIS, April 5. — Chairman Lloyd T. Binford, of the Memphis Censor Board, said today the board has banned RKO's "Son of Sinbad." It was well acted, with an interesting plot, said Binford, "and it would have been approved if it were not for the dance."

Reginald V. Reagin, branch manager of RKO, said he has not talked to his home office and cannot say whether the film will play West Memphis, or whether the dance scene will be deleted and approval sought without it.

Italian Film History Published In Fall

Herman G. Weinberg has completed the editing of the American edition of the book "50 Years of Italian Cinema," which will be published in Rome this Fall in three editions, English, French and Italian.

The book, which will be the first history of the Italian cinema (covering the period 1904-1954), will be illustrated and will have a foreword by Richard Griffith, curator of the Museum of Modern Art Film Library.

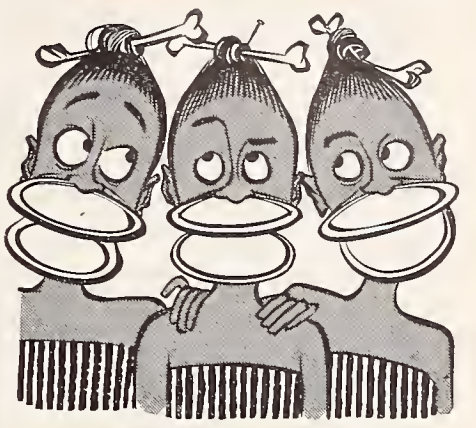
The American edition will be issued in the United States late this year to coincide with the retrospective Italian film festival scheduled to take place at the Museum of Modern Art in December.

Lindkamp Winner Of Universal Prize

The $100 prize offered by Universal Pictures Company for the best promotional campaign on "The Glenn Miller Story" went to Frank Lindkamp, manager of the RKO Palace Theatre in Rochester. The prize was competed for by RKO Theatre managers outside of New York City.

Judges in the contest included Harry Mandel, national director of advertising and publicity for RKO Theatres; and Charles Simonelli, Universal's eastern advertising and publicity department manager.

EXHIBITOR'S CORNER



Q. *HOW DO THE "UBANGI" TRIPLETS fit into your act?*

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THEATRE EQUIPMENT

CAMDEN, N.J.

New Census Project Is Planned for 1955 To Cover Industry

WASHINGTON, April 5.—The House Post Office Committee approved a bill to permit the Census Bureau to take a comprehensive business and manufacturing census next year, based on this year's business activity.

The census would cover motion picture production, distribution and exhibition. The bureau was authorized to take such a census this year, based on 1953 business activity, but Congress refused to vote funds. As a result, the bureau has had to confine itself to spotchecking the film industry and other industries.

Wichita Exhibitor In TV Partnership

WASHINGTON, April 5.—The Federal Communications Commission has granted a Wichita television channel to KAKE Broadcasting Co.

KAKE had been opposed for the channel by Mid-Continent Television, Inc., in which exhibitor Sherrill Corwin had a 20 per cent interest. Last month, however, Mid-Continent withdrew its opposition and then entered into an agreement to merge with KAKE after KAKE receives the construction permit. Each company would hold half interest in the new corporation.

TV Set Production Down in Jan.-Feb.

WASHINGTON, April 5.—Television set production for January and February was sharply below 1953 levels but still slightly above 1952 output, the Radio-Electronics-Television Manufacturers Association reported.

It said that 847,504 sets had been produced during the first two months of this year, compared with 1,449,831 sets during the like period last year and 814,269 sets during the similar 1952 period. February output of TV receivers totaled 426,933 sets, compared with 730,597 sets in February, 1953, and 409,336 sets during February, 1952. January, 1954, production amounted to 420,571 sets.

Ellis Gift to U. of P.

PHILADELPHIA, April 5.—Establishment of the A. M. Ellis Chair of Hebrew and Semitic Languages and Literatures at the University of Pennsylvania here has been announced by Gaylord P. Harnwell, president of the university. Donor is the president of A. M. Ellis Theatres Co., of this city.

Weiss Joins Paramount

Harry Weiss, formerly of 20th Century-Fox and more recently special national representative for Cinerama Productions, has been named special Paramount field merchandising representative covering the Cleveland and Detroit territories. He succeeds Arthur Leazenby, resigned.

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Television--Radio

with Pinky Herman

THIS reporter has always adhered to the principle, first things first, etc., so without further ado we doff the chapeau and say "Gracias mucho" (might as well show off the poco poco Spanish we picked up in South America) to Max Liebman and Sid Caesar for the interesting columns they wrote while we were sailing the bounding main (ah, there, Joseph Conrad). We'll never forget the first sight of land, St. Thomas in the Virgin Isles (Editor's Note: and second things second, where is the column?) and so, as our friend of the wonderful traveltalks film subjects always says, "It's farewell to the blue waters of the tropics and hello (accent on the first syllable), to work, cocktail parties (that's work?) interviews, deadlines and such." Hey, Jim Kane, what's doing over at CBS-TV? Get to Dave Jacobson and let's have a yarn or two. Mel Speigel—What's new with your boss, Arthur Godfrey? Ernie Stern—Please inform Jack Pacey that in the future when a story like the "signing of Walt Disney" breaks, to hold up the release until we're closer to Broadway for we read the news in Havana. Syd Eiges—Never mind. The daily NBC envelope was just delivered by messenger. Frank Zuzulo—How near a solution is the musicians' strike against WOR-Mutual? Gerald Lyons—Don't tell us, we'll tell you. Jan Murray's "Dollar a Second" is really a winner so far as the passengers on the S.S. Atlantic (Home Lines) were concerned.

☆ ☆ ☆

After the conclusion of his "Easter TV Show" for General Electric CBSunday, April 18, Fred Waring and his Pennsylvanians will make a three-week concert tour, returning May 9 to start the sixth consecutive year on TV for G.E. . . . Latest film luminary to TV CBSoapera is Donald Woods who, yesterday became "Walter Manning," the husband in "Portia Faces Life" (Mon. thru Friday 1:15-1:30 P.M.). . . . The 28 musicians in the orchestra presented Maestro Harry Sosnik with a gold-plated baton for his work as musical director of the recent Rodgers-Hammerstein 90-minute TV musicale over the combined nets for General Foods. . . . James Nielson, who directed 20 Ford Theatre telefilms, has arrived in Hollywood to direct a new TV film series, "For the Defense" for Sam Bischoff-Edward G. Robinson Productions. Shooting will start next week at the RKO-Pathe Studios with E. G. Robinson in the role of 'legal defender and champion of the poor' and James Van Trees, chief cameraman.



Fred Waring

☆ ☆ ☆

Ford Foundation's "Omnibus" will return to the CBS-TV net for the third year, Oct. 17 and will be slotted at 5:00-6:30 P.M. Sundays. . . . Mark Roberts, seen as the masculine lead in the NBC-TVehicle, "Three Steps to Heaven," became the pappy of a seven-pound son, Ward Ellis, who bowed in last week at Doctor's Hospital in Gotham. . . . Sandy Howard and Ray (Merry Mailman) Heatherton will present two shows May 1 at the Wood Auditorium in Mt. Vernon, N. Y., to raise funds for the erection of another children's wing. Artists who wish to perform in this fine endeavor may contact Sandy Howard at CIrcle 5-6971. . . . Station KOTV (Channel 6) Tulsa, Oklahoma, a basic affiliate of CBS and also served by other major networks, was purchased by J. H. Whitney & Co. of New York from Mrs. Helen Alvarez, Jack D. Wrather, Mrs. Mazie Wrather and General Television, Inc. for $4,000,000, subject to FCC approval. The transaction was negotiated by Howard E. Stark, radio and television station broker of New York.

☆ ☆ ☆

Scripters Malvin Wald and Jack Jacobs have sold their teleplay, "The Artist and the General" to Frank Wisbar, producer of the Fireside TV Theatre. . . . Violinist Florian ZaBach, currently breaking records at the Hollenden Hotel in Cleveland, leaves next week for Hollywood where he'll star in a half-hour musical telefilm for Guild Films schedded for production April 12. . . . Monroe Greenthal sends us the following note; quote: Dear Pinky, thought you might be able to use this amusing letter sent to our Palladium Radio Productions. Unquote. The amusing part is that M. G. forgot to enclose the amusing letter. Oops.-TV colony in Riverdale section of the Bronx now includes Bill Leonard, Paul Denis, Tony Bennett, Ralph Curtis, John Goetz, Wm. Gargan, Jr., Bea Fontaine, Ted & Rhoda Brown, Bill Wendell and Arturo Toscanini.

Giveaway Programs Win in Test Before U.S. Supreme Court

WASHINGTON, April 5.—The U. S. Supreme Court today struck down the Federal Communications Commission's proposed ban on radio and television "giveaway" shows. The FCC sought to ban these shows as being "lotteries" and so violating Federal law. Three networks—ABC, NBC and CBS—fought the FCC ban and won a favorable verdict by a special New York three-judge court.

Commission Had Appealed

The commission appealed to the high court, but an 8 to 0 ruling today again went against the commission. Chief Justice Warren, who wrote the court opinion, said that such a ban would be permitted only where the contestant was required to furnish money or something else of value, such as a requirement to obtain the sponsor's product. He said the FCC ruling "overstepped the boundaries of interpretation."

Justice Douglas took no part in the decision.

Supreme Court

(*Continued from page* 1)

ever, when the theatres were sold in April, 1938, Duffy signed a statement releasing all claims against Griffith.

In 1951, Duffy filed an anti-trust suit against Griffith, but the district court and the 10th Circuit Court of Appeals said the statement had freed Griffith of all claims and threw out the Duffy suit. Duffy then appealed to the high court, but today the justices refused to hear the appeal. The justices gave no reason for their decision.

Justice Jackson took no part.

'Wind' Plans Before M-G-M Field Men

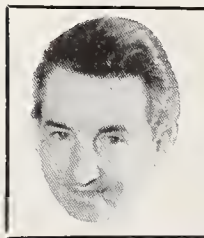
Thirty-nine field men will attend six separate sessions throughout the country to discuss promotional plans for Metro-Goldwyn-Mayer's re-release of "Gone With The Wind." Emory Austin, M-G-M exploitation manager, will preside.

The meetings held in each of the company's divisions, will take place in New York, April 12; Atlanta, April 14; Chicago, April 15; Cleveland, April 16; Dallas, April 26, and San Francisco, April 30.

Premiere for the M-G-M re-release of "Gone With The Wind" will be held in Atlanta on May 20, with the other openings slated for the following day.

Adams Joins L & N

Charles Adams has joined Loucks & Norling Studios here, as manager of its newly created TV film department after five years of producing and directing TV shows over the Dumont and ABC networks.


Organ Magic
of
JACK WARD
on TV and Radio
41st Week at
Rainbow Room
Radio City, N. Y.

A SALUTE to

GENERAL FOODS

ASCAP—*The Thirty-five hundred* members of the AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS, will long remember with pride and gratitude the evening of Sunday, March 28th, 1954.

The hour and one-half televised tribute, so warmly deserved, to ASCAP members

RODGERS AND HAMMERSTEIN

presented before a nation-wide audience, unprecedented in the annals of televised entertainment, performed a two-fold public service:

As it channeled inspiration and enjoyment into the American home, it brought inspiration and resolution to fellow composers, authors and publishers of ASCAP to the end that our members will never rest their creative labors in their search to bring words and music into the homes of not only the 160,000,000 lives of our good people, but indeed the peoples of the world. If songs are ambassadors of good will—and they are—then Rodgers and Hammerstein are truly Ministers *with* Portfolios bulging with harmony for a troubled world.

Understandably then, and with good reason, we salute GENERAL FOODS on its Twenty-fifth Anniversary, the ASCAP—licensed telecasters who with miraculous perfection bore the enchanting artists into your presence, and above all RICHARD RODGERS and OSCAR HAMMERSTEIN II for their genius that through the years has so richly endowed the ASCAP repertory.



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WONDERFUL NEWS

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BROADWAY SMASH

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"THE GIRL RUSH"

IN FABULOUS
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PLUS BIGGEST NAMES
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OLD WEST VS.
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MUSICAL SCORE BY
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WHO WROTE "THE
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Accurate Concise and Impartial

VOL. 75. NO. 66 NEW YORK, U. S. A., WEDNESDAY, APRIL 7, 1954 TEN CENTS

ALLIED IN PRODUCTION PLAN

UK May Cut Ticket Tax

By PETER BURNUP

LONDON, April 6.—Moderate reductions in the entertainment tax are proposed in the new budget opened in the House of Commons today by Chancellor of the Exchequer R. A. Butler.

If approved by Parliament the tax reductions will become effective May 30 and will cost the Exchequer £3,500,000 ($9,800,000) per year. The Cinematograph Exhibitors Association had submitted a memorandum to the Treasury some time ago claiming that a tax remission of £7,000,000 ($19,600,000) would be required to end the operating losses of a majority of British theatres.

Nevertheless, legislative observers regarded the announcement as a great triumph for the exhibitors' tax remission campaign in view of the fact that the Budget makes practically no concessions in other tax fields.

The following cinema entertainment tax reductions are proposed: a half-

(*Continued on page 6*)

Disqualify Lawyer in Fisher Trust Action

David H. Isacson and the law firm of Malkan & Isacson have been disqualified from acting as attorneys for the Fisher Studio, Inc., and Robert V. Fisher in their anti-trust suit against major companies and others. The suit was filed on Sept. 22, 1952, and asked $1,052,000 triple damages for alleged refusal by the companies to license their product to Fisher for 16mm. non-theatrical and TV exhibition. United States District Court Judge D. J. Abruzzo directed the disqualification following a report by a special master.

The defendants claimed that Isac-

(*Continued on page 6*)

20th Sets Prints For Sound Tests

After 20th Century-Fox selects its stereophonic and optical demonstration prints, invitations will go out to the Theatre Owners of America and Allied States Association to cooperate in the sound test, it was learned here yesterday.

Spyros P. Skouras, 20th-Fox president, and Al Lichtman, distribution

(*Continued on page 4*)

Backs 12 Hal Makelim Films with 2,500 Playdates in Move to Help Ease Product Shortage; Other Measures to Be Pursued

By J. A. OTTEN

WASHINGTON, March 6.—Allied States Association announced it has entered into an agreement with a Hollywood independent producer for 12 feature pictures to be delivered at the rate of one a month beginning in late summer or early fall. The theatres would not put up any money in advance but would merely sign contracts to take all 12 films at pre-determined flat rentals, on a fixed run status.

General counsel Abram F. Myers, who announced the arrangement, said it represented Allied's "first step in its endeavor to secure additional product for the picture-starved independent exhibitors." He emphasized that Allied would continue to work on its previously-announced plan to influence one of the major companies to produce more features, and might also make similar arrangements with other independents.

The arrangement announced today was with Hal R. Makelim. Myers said Makelim heads his own production company, Hal R. Makelim Productions, using a distributing company known as Atlas Pictures Corp. He added that Makelim leases at the RKO-Pathe studio and has been working on his plan for almost a year, traveling some 15,000 miles in the past three months checking and perfecting the plan.

Myers recalled that Allied had long been working on a plan to influence one of the major companies to step

(*Continued on page 4*)

Thompson Resigns RKO Labor Post; To Open Own Office

Major L. E. Thompson, director of labor relations for RKO Theatres and active in amusement industry labor relations since 1919, has resigned effective April 16. However, he will continue as labor consultant for RKO Theatres and other theatrical enterprises and will open his own office for the services after taking a vacation.



L. E. Thompson

William F. Whitman, general counsel, and Mary E. Tuttle, director of per-

(*Continued on page 6*)

BOSTON SALUTES FILM INDUSTRY IN FREE LIBRARY CELEBRATION

BOSTON, April 6.—Sponsored by the Boston Public Library, the industry was honored here tonight at a banquet designed to serve a dual purpose; to celebrate the 100th anniversary of the first free library in the United States and to salute the motion picture industry for its progress. Approximately 400 attended.

With Howard Dietz as toastmaster and Charles E. Kurtzman presiding, the colorful event was highlighted by addresses by notables in many lines of business and civic affairs.

The keynote address was delivered by Ralph M. Binney, executive of the First National Bank of Boston and general chairman of the Boston Public Library Centennial Celebration. In paying tribute to the film industry, Binney said:

"This area has a big financial stake

(*Continued on page 6*)

NY Censor Head Defends Role

Pre-censorship of motion pictures was vigorously defended here yesterday by Dr. Hugh M. Flick, director of the New York State censor board, in an address at a luncheon meeting of the Independent Motion Picture Distributors Association of America.

Dr. Flick claimed that pre-censorship was far preferable as compared to the difficulties which distributors

(*Continued on page 6*)

Allied Production Plan Highlights

Following are highlights of the Allied States plan to encourage additional production:

¶ Will assure production costs for 12 Hal R. Makelim productions by providing 2,500 playdates for each.

¶ Pictures to be delivered at rate of one monthly for a year, beginning in about six months.

¶ No financial advances by exhibitors. Producer to profit on rentals in excess of the basic 2,500 theatres.

¶ Key city meetings for contract signing to start early next month.

Drive-in Top Subject Before Wisc. Allied

MILWAUKEE, April 6.—The first session of the "year of decision convention" of Wisconsin Allied was presided over by president Sig Goldberg. All phases of drive-in operation were discussed, and Robert Koratz talked on all phases of operations and improvement that could be made. On stereophonic sound Karatz reported that sound engineers state that it is impossible to get the effect in a car.

When screen sizes and ratios were brought up, Ben Marcus warned about rushing into enlarging screens too fast. "A lot of us have rushed in and brought a lot of junk," he said.

Spiro Papas gave a detailed talk on concessions, recommending the operation of one's own concession stand. He stressed sanitation and cleanliness in all phases of concession operation, and said that repeat business depends on the quality of the merchandise used. He cited an example of how to get the most out of each item, and also pointed out the

(*Continued on page 4*)

Report Soviet Seeks To Buy U. S. Films

The purchase of American motion pictures by Russian interests, suspended since World War II, will be resumed if overtures now being made abroad with representatives of the Motion Picture Association of America materialize, it was reported here yesterday. Conversations said to have taken place in Cannes with Marc Spiegel, European manager of the MPAA, are expected to be resumed shortly in Paris.

Personal Mention

HERBERT J. YATES, president of Republic Pictures; Mrs. Yates (Vera Ralston) and William Saal, executive assistant to Yates, will return to New York from Europe today aboard the "United States.

•

Robert Dressler and Albert Chesnes, of Chromatic Television Laboratories, were in Washington yesterday from New York.

•

Jean Benoit-Levy, French producer, will deliver an address here Friday at the New School of Social Research.

•

Don Hartman, Paramount Pictures executive producer, has arrived in Paris from London.

•

Nat Levy, RKO Radio Eastern-Southern division sales manager, is in Washington from New York.

•

Mike Simons, M-G-M exhibitor relations head, is in Milwaukee from New York.

•

Benn H. Rosenwald, M-G-M Boston branch manager, will leave there tomorrow for New York.

•

Victor Saville has returned to Hollywood from New York.

•

Paul Gregory, producer, left here yesterday for the Coast.

Shift 18 'Trust' Suits To One Coast Jurist

HOLLYWOOD, April 6.—Eighteen anti-trust suits aggregating $25,000,000 were transferred today to Federal Judge Harry C. Westover's court from the jurisdiction of eight other Federal judges in order to expedite progress. The cases ranged in filing date from December, 1947, to April, 1953.

J. J. Gorman Dies in Chi.

CHICAGO, April 6. — James J. Gorman, 64, president of the Chicago Moving Picture Machine Operators' Union, Local 110, of the IATSE, died yesterday at his home. He is survived by his widow, two sons, a daughter and three sisters. Requiem mass will be held at 10 A.M. Thursday at St. Margaret Mary's Church.

Mrs. Madden Rites

Funeral services will be held tomorrow morning for Ellen Madden, 82, mother of William Madden, Metro-Goldwyn-Mayer Boston salesman. Services for Mrs. Madden, who died Monday after a long illness, will take place in St. Simon Stock Church, the Bronx.

Mrs. Hyskell, 76

Funeral services for Mrs. Phyllis Hyskell, 76, mother of Dean Hyskell, National Theatres advertising executive, will be held tomorrow. Mrs. Hyskell died Monday.

From Bank of America

Conclude Television Deal For 30 Pre-1949 Pictures

Conclusion of contract negotiations between the Bank of America and General Teleradio, Inc., principal owner of Mutual Broadcasting System, in which 30 films that were produced prior to 1949, have been made available to television at a rental fee in excess of $1,250,000, was announced here yesterday by Dwight Martin, vice-president of General Teleradio.

The 30 films, most of which were acquired by the Bank of America from Universal Pictures in a foreclosure suit, it was understood, were made available to television stations for "four years and less than five" with the bank retaining ownership.

Made Between '46 and '49

Most of the 30 in the package were produced between 1946-1949. Eleven of the pictures were distributed by Universal. United Artists released eight; Metro-Goldwyn-Mayer, three; Republic, one; Eagle-Lion, four; Columbia, one; RKO Pictures, two.

The price, according to television officials, is regarded as up to four times as high as that paid customarily to owners of films for TV viewing. According to an official of Motion Pictures for Television, a TV film distributor has been able to get approximately $6,000 from a station for a film in cities such as New York and Los Angeles. "In order for General Teleradio to break even," he said, "it will have to make around $60,000 per film during the four years that it can lease it." General Teleradio paid an average of $42,000 for each of the pictures.

Eleven from Universal

The Universal-distributed films are: "One Touch of Venus", "Casbah", "The Countess of Monte Cristo", "Dark Mirror", "Double Life" "Letter From An Unknown Woman", "Lost Moment", "The Magnificent Doll", "Mr. Peabody and the Mermaid", "Secret Beyond the Door" and "The Senator Was Indiscreet."

United Artists releases are: "Arch of Triumph", "Body and Soul", "The Other Love", "The Private Affairs of Bel Ami", "Ramrod", "So This Is New York", "The Fabulous Dorseys" and "Four Faces West."

Eagle-Lion releases are: "Let's Live a Little", "Northwest Stampede", "Ruthless" and "The Scar." M-G-M releases: "Force of Evil", "Caught" and "No Minor Vices." RKO releases: "Magic Town" and "The Miracle of the Bells"; Columbia "Lulu Belle" and Republic "Macbeth."

Recently Chesapeake Industries, one-time parent company of Eagle-Lion, leased 10 pictures to Samba Pictures, for showing either on television or in theatres. The price was said to be $300,000 for five-year rights.

IMPPA-AFM Pact Provides 15% Boost

The Independent Motion Picture Producers Association's four-year contract with the American Federation of Musicians, recently signed, provides a general increase of 15 per cent for all musicians who are used in 16mm. and 35mm. film productions, it was learned here yesterday.

The pact, which runs from Feb. 16, 1954, to Feb. 15, 1958, boosts the basic scale for a call to $27.13 per man.

Cusack Heads Three Lopert Houses Here

Appointment of John Cusack as managing director of the Victoria, Astor and Bijou Theatres here was announced yesterday by Max Fellerman, vice-president of Lopert Films. The three houses, owned by City Investing Co., were placed under Lopert management on March 1.

Skiatron-Fox Deal Wins 'Holders Okay; Plan FCC Filing Within Next 60 Days

Skiatron's agreement with Matthew Fox was overwhelmingly approved yesterday by stockholders of Skiatron Electronics and Television Corp. at a special meeting here.

Under the agreement, Fox and his group are granted an exclusive 99-year franchise for the world-wide exploitation of Skiatron's system of subscription-television. Fox, who also is president of Motion Pictures for Television, was said to be ready to file an application within the next 60 days with the Federal Communications Commission seeking the commercial introduction of Subscriber-Vision. A similar application by Phonevision has been pending before the FCC for over 18 months.

Under the terms of the arrangement, Fox is to set up an operating company, to be known as "Skiatron TV." It will pay Skiatron five per cent of the gross income received from all forms of entertainment to be shown on TV. In addition, Skiatron is to receive 50 per cent of any domestic or foreign franchise arrangements entered into by the operating company.

See Delay in Trust Bills

WASHINGTON, April 6.—House Judiciary Committee delay on two pending anti-trust bills now makes it almost certain that they will not be enacted this year.

One bill would set a uniform Federal statute of limitations on private anti-trust suits. The other would give Federal judges discretion to award less than treble damages in private suits.

There's still a chance that one or both will pass the House this session, but it's almost sure that such action would come too late to permit Senate approval also this year.

See Delay Until After Easter

A Judiciary Subcommittee approved the statute of limitations bill many weeks ago, and split three-to-three on the discretionary damages bill. The full Judiciary Committee took up the two bills at one meeting about two weeks ago, but did not complete action. The committee has met four or five times since then, but each time has put the two bills aside in favor of working on other legislation. Now committee members say that they're almost sure nothing will be done on these bills until after the House returns from its Easter recess late this month.

Du Mont 1954 Meet Is Set for May 3

The annual meeting of stockholders of Allen B. Du Mont Laboratories, Inc., will be held May 3 at the company's offices in Clifton, N. J., to elect eight directors and officers of the company.

The Class A stock is entitled to elect five of the eight directors and the president and vice-president. The Class B stock, all of which is owned by Paramount Pictures, is entitled to elect three directors, the secretary, treasurer and assistant treasurer. The company has nominated for reelection by the Class A holders the following: Allen B. Du Mont, president; Bruce T. Du Mont, general superintendent; Thomas T. Goldsmith, Jr., vice-president; Stanley F. Patten, vice-president, and Percy M. Stewart.

Paramount Designees Unknown

The company's proxy statement notes that it does not know who Paramount's designees will be. It is assumed, however, that Paramount will reelect Barney Balaban, Edwin L. Weisl and Paul Raibourn as directors, and Raibourn and Arthur Israel as treasurer and assistant treasurer, respectively.

The statement reports that Allen Du Mont, whose aggregate remuneration last year was $103,675, was the only officer or director paid in excess of $30,000.

The company had a record gross income of $91,828,982 last year and net of $1,544,362, after providing $1,549,000 for taxes. In 1952 it earned $1,424,603 on a gross of $76,366,782.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Martin Starr, Manager. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald: Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

LANA IS TURNERIFIC IN "FLAME AND THE FLESH"!



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"THE GREATEST SIN... TO STEAL ANOTHER WOMAN'S MAN."



"Leo, that's a great title, FLAME AND THE FLESH," for a LANA TURNER picture. It even tops the marquee value of Lana's famous title "The Bad And The Beautiful."

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TRADE SHOWS—APRIL 26th (Except Denver April 27th)

M-G-M presents In Color by Technicolor · LANA TURNER in "FLAME AND THE FLESH" · co-starring Pier Angeli · Carlos Thompson · with Bonar Colleano · Screen Play by Helen Deutsch · Based on a Novel by Auguste Bailly · Directed by Richard Brooks · Produced by Joe Pasternak

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The Industry's Showmanship Event! M-G-M's 30th Anniversary Jubilee!

Letter Cites Film Shortage

April 5

To the Editor: On entering the exhibition field in 1947, I found the most important task was to keep the theatres in tip-top shape and was able to devote my time, energy, and effort to such endeavor. The year 1954 brings us to a far different full-time job than the old years. Due to the shortage of feature films a theatre owner now finds himself devoting his full time to securing film for his theatres, and the average small theatre owner has very little time for his physical theatre, but must spend all of his time finding film to keep his customers and patronage up. With such a shortage existing, it forces exhibitors to bid for film on availability. With all the downtown situations playing extended time, we, in the smaller situations are receiving a mere trickle of the necessary product.

Optimistic Regarding Future

This condition has created for Hollywood a ten-fold increase in monies so, therefore, you can't argue with success. I do believe, however, that within the next two years there will be many independent producers making suitable product for our theatres, as is evidenced by the fact that your smaller distributors such as Lippert and Allied Artists are going to be coming through with pictures that can hold their own with any of the majors. With that as a key to the missing film, let us hope that we can get back to our theatres and be able to operate as we did in the earlier years.

Larry Woolner
Woolner Theatres
New Orleans, La.

Paramount May Hold Another 'Pageant'

Response to Paramount Pictures' Pageant last week, has prompted A. W. Schwalberg, president of Paramount Film Distributing Corp., to consider setting up another pageant for this summer.

An estimated 25,000 persons attended the March 29-April 2 all-day showings in 35 U. S. cities and Toronto, according to Paramount.

The showings included "Elephant Walk," "About Mrs. Leslie" and "Knock on Wood," in addition to filmed addresses by Schwalberg and Don Hartman, Paramount's executive producer.



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Allied Playdates for 12 New Pictures

(*Continued from page* 1)

up output by increasing exhibitor stockholding in the company and by guaranteeing playdates for any additional films. He pointed out that the February board meeting had declared that this plan would take some time to accomplish, and that in the meantime ways should be studied to encourage independent film production.

Makelim appeared before the February board meeting to outline his plan, and an Allied committee studied the plan and recommended that Allied go ahead with it, Myers said.

This is the way Myers described the new plan:

No exhibitor will put up any capital or in any way engage in producing or distributing the films. Twenty-five hundred theatres will be afforded a chance to sign—on a first come, first served basis—contracts for 12 features at predetermined flat rentals. The total rentals will equal the production costs of the films, and Makelim will get his profit from marketing the pictures to additional theatres besides the original 2,500.

In other words, the 2,500 "charter members" will underwrite the production costs, but will not advance any money. Presumably Makelim will get his advance capital elsewhere on the strength of the advance contracts. The exhibitors will pay as the films are delivered.

Total costs are being allocated among the several film territories in the proportion that each territory contributes to the gross film rentals for all companies. Myers said these ratings "are well known in the motion picture business."

If the films are successful, the 2,500 "charter members" will also get certain rebates under a profit-sharing clause in the contract.

Allied members "and others who may be invited by the regional leaders" will be given the opportunity to sign contracts at a series of meetings to be held in May and June. Makelim will disclose the names of available story properties, stars, directors and technicians at these meetings. Then he will return to Hollywood and start production. Associated with him is Frank Borzage.

John Wolfberg is acting for Allied in completing the arrangements on the Coast, and Trueman T. Rembusch is serving as coordinator in planning the meetings.

Firm dates for local exhibitor meetings are these: Denver on May 3; Omaha, May 4; Kansas City, May 5; and Minneapolis, May 11. Other tentative dates are: Milwaukee, May 13; Chicago, May 14; Columbus, May 17; Pittsburgh, May 18; Philadelphia, May 19; New York, May 20 and 21; Boston, May 24; Baltimore, May 25; Indianapolis, May 27; New Orleans, May 28; Memphis, June 1; St. Louis, June 2; Oklahoma City, June 4; and Dallas, June 7.

Myers said Makelim explained that the average production cost per film would be low in comparison with major studio budgets, due to "lower overhead and economies made possible by existing conditions in Hollywood, and will not be reflected in the quality of the pictures."

"This is the first time," Myers added, "in the history of our industry that a producer of motion pictures has taken into full consideration the problems of the independent exhibitors and has taken direct steps to meet those problems. The Hal R. Makelim plan is perfect in theory to provide vital product to the exhibitors in time of direst need, and I am very hopeful that it will succeed."

Allied Linked with Tiffany in Early '30s

At least once before in its 25-year-old career Allied States was identified with production-distribution. That was back about 1930-'32 when it entered into an agreement with the old Tiffany Film Co. to cooperate in obtaining bookings in return for a financial participation. The arrangement helped to finance Allied in its formative years.

The present agreement with Hal Makelim has no parallel with the early one, however. Allied is not interested financially in the plan in any way. The move is designed solely to increase the flow of product to theatres.

20th Sets Prints

(*Continued from page* 1)

director, are currently on the Coast selecting prints for the projected demonstrations, it was stated. Following their return, expected early next week, plans for the regional demonstrations will be made. It is understood that 20th-Fox will go ahead with the stereophonic versus optical sound tests, with or without the cooperation of TOA and Allied.

Skouras, in announcing plans for the test on March 29, said he would ask TOA and Allied to name representatives to regional committees which would judge the relative value of stereophonic and optical sound, to be used in the demonstrations.

IFE to Represent Italian Radio-TV

Italian Films Export has been appointed official American representative of Radio Audizione Italiane, government-sponsored radio-TV organization, according to Ralph Serpe, director of IFE Television and coproduction department.

IFE will coordinate the U. S. operation for Italy which will include purchase of American TV film material, scripts and story ideas. Negotiation of term contracts for writers and directors, and initiation of co-production deals for TV-film packages designed for exhibition in both countries, is also included in the pact.

UA Sets 'Heidi', 'Mane'

United Artists has booked "Heide" and "White Mane" in 106 theatres of 17 circuits in the New York area for the Easter holiday season.

Wisc. Allied

(*Continued from page* 1)

portance of keeping inventory sheets on merchandise.

Goldberg pointed out the threat of daylight saving to drive-ins, then called on S. J. McWilliams for a report. McWilliams said there is no danger this year, but that next year the committee will seek to have daylight saving repealed. He urged everyone to fight against it.

Elmer Brennan discussed advertising. He stressed enthusiasm in promoting good advertising for drive-ins.

Ben Markus spoke on small town drive-ins.

Carroll Acquires 10, Formerly of EL, UA

Ten pictures formerly released by Eagle Lion and United Artists have been acquired for release and servicing through state right franchise holders in the form of five double-feature packages. The 10 films, and their groupings, are: "Tulsa" and "The Man from Texas"; "Port of New York" and "Trapped"; "Reign of Terror" and "The Amazing Mr. X"; "The Big Cat" and "Mickey", and "Lost Honeymoon" and "Down Memory Lane."

Will Seek Injunctions

N-C Allied Warns Against Availability 'Tampering'

MINNEAPOLIS, April 6.—Any further tampering with availabilities on pictures for subsequent-run houses in the Minneapolis-St. Paul area by distributors will bring prompt Federal court injunctive action and suits for the recovery of damages, Stanley D. Kane, executive counsel for North-Central Allied warned this week.

In letters to all Minneapolis exchange managers and to the company general sales managers, Kane warned that independent theatre owners in the area were "greatly disturbed by the arbitrary action of some Minneapolis film exchanges in depriving them, in the case of some pictures, of their regular and normal run position.

Kane stipulated that the distributors make all pictures available to all subsequent runs, each in its regular slot at periods 28, 35, 42, 49, and 56 days after the close of first run.

"It is obvious, and very easily provable," Kane wrote, "that the practice of some Minneapolis film exchanges in their arbitrary holding back of certain pictures, has no relation to the availability of prints. Should any further violation occur, I shall have no choice but to seek injunctive relief in Federal Court at once and, of course, shall also be forced to seek damages suffered by these theatres."

the journal of the

FIRST ANNUAL VARIETY CLUB HEART AWARD DINNER

ON Thursday evening, May 6, the New York Variety Club will pay tribute to William J. German at the First Annual Variety Club Heart Award Dinner, in the Grand Ball Room of the Waldorf-Astoria Hotel.

In conjunction with the Heart Award Dinner, the Variety Club Foundation to Combat Epilepsy, Inc., will publish a journal. The proceeds of the journal will be used to further the educational work of the Foundation and to continue its support of the Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center.

In addition to carrying formal advertising, as is usual in such journals, we will ask the friends of Bill German and of the entertainment industry to sponsor pages of quotations about the industry from many of the world's most distinguished men and women and other material of particular interest to the industry.

This page, we believe, will indicate that the journal will constitute an eloquent tribute to the industry and that it will be a cherished souvenir to everyone in the industry.

As a tribute to Bill German, kindly, hard-working President of the Foundation, as a further contribution to the important work of the Foundation, and as a sound medium for industry public relations within the community, the journal wants your support.

Walter Reade, Jr.
Samuel Rosen
Wilbur Snaper
Richard Walsh
Co-Chairmen of the Journal Committee

THE RATES

One page, and a table for ten at the dinner $450.00
(Table alone, $125.00)

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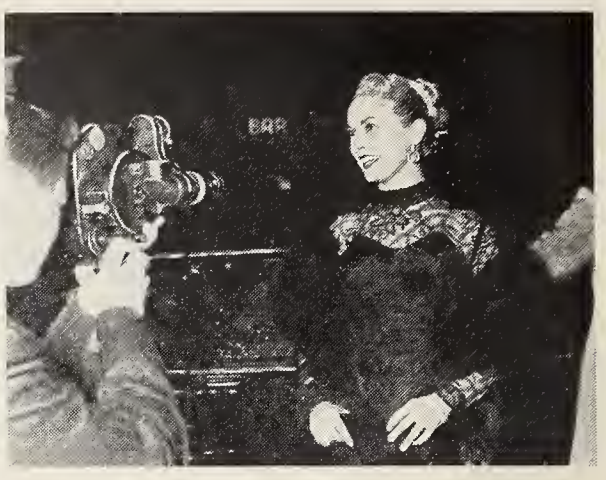
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C'Scope 'Prince Valiant' Debuts at Roxy







TWENTIETH Century-Fox's Easter attraction, "Prince Valiant" in CinemaScope, had its New York premiere at the Roxy Theatre here last night. The invitational bow of the picture based on Hal Foster's adventure strip was attended by motion picture, Broadway stage and TV personalities, industry executives and the press. Pictured arriving at the theatre are: (left to right) first photo: Maj. Albert Warner, vice-president of Warner Brothers, and Mrs. Warner. Center photo, left to right: Mrs. Joseph Hazen, Emanuel Frisch of the Randforce Circuit, Mrs. Spyros P. Skouras and Mrs. Joseph Neff. Third photo: Janet Leigh, star of the picture, who came to New York from Hollywood for the opening.

Boston Hails

(*Continued from page* 1)

in this business. The investment-wise counsellors of these thrifty New Englanders have been backing not only such major enterprises as American Telephone and Telegraph Co., General Electric, textiles and large railroads, but they saw the potentiality of the future of the motion picture industry and its traditional scientific knowledge of the development of sound, color and the necessary optical improvements as a good financial risk. Many of the modern inventions and improvements in camera, sound and optical scientific developments stemmed from this area, so that New England is proud to be part of such an important industry, financially as well as artistically."

Brackett a Speaker

Charles Brackett, president of the Academy of Motion Picture Arts and Sciences, addressed the large audience in the Sheraton Plaza Hotel and presented three films which were made in Boston in 1901, 1904 and 1906.

Head table guests were A. Montague, of Columbia Pictures, Brackett, Academy; William Heineman, United Artists; A. W. Schwalberg, Paramount; Carl Hallauer, Bausch & Lomb; Lester Isaacs, Cinerama; Joseph Vogel, Loew's; Ted Curtis, Eastman Kodak; Nina Foch, M-G-M star, and Dietz, vice-president of Loew's.

Local industry representatives, in addition to Kurtzman, Loew's Northeastern division manager, were Samuel Pinanski, Martin Mullin, Theodore Fleisher, Arthur Lockwood and Walter Brown.

Big 'Prince' Gross

LOS ANGELES, April 5.—The biggest opening day and Saturday gross since the "Robe," a $6,500 total, was made by 20th Century-Fox's "Prince Valiant" here last weekend, the company reported.

After the world premiere Friday evening at Grauman's Chinese Theatre, the picture grossed $6,300 on Sunday, giving it a two-day total of $12,800.

Major Thompson

(*Continued from page* 1)

sonnel, will act for RKO in all labor matters.

Major Thompson joined the Keith organization as assistant to the late J. J. Murdock and in 1930 became RKO's general manager. In 1933-34, he served as president of Trans-Lux and upon his return to RKO in 1934 he was placed in charge of labor relations. Major Thompson handled labor matters for the RKO circuit wherever it operated theatres. Prior to the divorcement of RKO Theatres and RKO Pictures, he served the distribution department and production labor situations in the East.

Frank Smith, who makes his headquarters in Chicago, will continue in his present capacity as representative of RKO Theatres in labor matters in the field.

NY Censor Head

(*Continued from page* 1)

would face if every police sergeant in every small town had the right to rule on a movie. He also maintained that it was preferable to the industry Code which, he said, permitted no appeal to legal boards from its decisions.

Dr. Flick admitted that he disagreed with the Supreme Court decision which held that the word "immoral" was unconstitutional because it was too vague and indefinite in meaning. He maintained that everyone knew what was immoral and that it was impossible to define it more precisely as had been attempted in the new State bill.

Morritt Praises Flick

State Senator Fred G. Morritt, who also spoke, after paying tribute to Dr. Flick's service, pointed out that policy was set up by the State Board of Regents which is a bureaucracy, not elected by the public, and subject to political control. He also said that Dr. Flick might, at some future date, he succeeded by what he termed some much less enlightened Chief of Censor Board, which would create tremendous difficulties for the film industry.

Ga.-Ala. Units Set Tentative Program

ATLANTA, April 6.—Tentative program of the joint annual convention of the Motion Picture Theatre Owners and Operators of Georgia and the Alabama Theatres Association, May 9, 10, and 11, Biltmore Hotel here was announced today.

Among industry leaders already scheduled to attend are Walter Reade, Jr., TOA president; Herman M. Levy, TOA general counsel, E. D. Martin, TOA vice president, and Jack Braunagel, co-chairman of the TOA drive-in committee.

Heading business sessions will be J. H. Thompson, president of MPTOOG, and R. M. Kennedy, president of ATA.

Registration May 9

Sunday, May 9, will be devoted to registration. The joint convention will begin Monday morning with discussions on equipment led by C. L. Patrick of Georgia and Harry Curl of Alabama. The annual Governor's luncheon will be held that day, with addresses by Gov. Herman Talmadge of Georgia and by William B. Hartsfield, mayor of Atlanta. J. H. Thompson will be master of ceremonies.

The Monday afternoon session will be devoted to conventional theatres, with John Stembler of Georgia and W. N. Wolfson of Alabama as co-chairmen.

Open Forum Tuesday

Drive-in theatres, with discussions led by Jack Braunagel and Al Reynolds, will be the subject of the Tuesday morning session. Co-chairmen will be Ray Edmundson of Georgia and Jimmy Gaylord of Alabama. Reade will speak at the Tuesday luncheon.

The afternoon session will be a closed meeting for exhibitors only and will include discussions of product, led by A. B. Padgett; industry wide affairs, by Martin, Mack Jackson of Alabama, with Nat Williams of Georgia acting as chairman; addresses by Reade, Jr., and Levy. This will be followed by an open forum.

Late Tuesday afternoon each association will hold its annual election of officers. The annual president's banquet will end the convention.

U. K. Tax Cut

(*Continued from page* 1)

penny on seats priced from 10 pence to one shilling, nine pence; three farthings on seats from one shilling and 10 pence to two shillings, one penny; one penny on seats from two shillings, one penny, to two shillings, six pence; a penny-farthing on seats from two shillings, seven pence, to three shillings, one penny; a penny-half-penny on seats from three shillings, two-pence and upwards.

Seats priced at nine pence and lower would not be subject to tax.

The tax for most theatres will continue at more than 30 per cent of the gross. Currently it ranged from 35 to 40 per cent.

Disqualify

(*Continued from page* 1)

son was not qualified to represent Fisher Studio and Fisher because he formerly had been in the employ of the legal firm of Sargoy & Stein, which represented the defendants. It was alleged that Isacson, as a lawyer for the firm, had access to confidential information in the files and that he used this knowledge as a basis for Fisher's suit when Isacson was retained by Fisher.

Judge Abruzzo found that "the confidential information Isacson obtained, undoubtedly, was the primary cause of the commencement of this law suit." The judge further stated that "Isacson violated two canons of professional ethics."

UA to Release Film On Igor, the Spy

MONTREAL, April 6.—A picture based on the career of Igor Gouzenko, former Soviet embassy employe, is being produced here by Fred Feldkamp, with Jack Alexander directing. United Artists will release the picture.

Titled "Igor, the Spy," the film will present Gouzenko portraying himself in part of the footage, although Harry Townes, an American actor, will play Gouzenko's role in most of the story.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 67 NEW YORK, U.S.A., THURSDAY, APRIL 8, 1954 TEN CENTS

MPEA TAKES FIRM STAND AGAINST SELLING U.S. PICTURES TO COUNTRIES OF THE IRON CURTAIN

A firm stand against selling any picture to Iron Curtain countries was taken here yesterday by the Motion Picture Export Association.

The MPEA in a brief statement strongly rejected reported overtures of Soviet interests to resume the purchase of American films, suspended since World War II. The policy of not selling American films to Iron Curtain countries will not be changed, the MPEA declared, commenting on the reports emanating from Cannes, France, that MPEA offices in Paris will hold talks with Soviet interests on U. S. films.

It was learned that various film companies here have been approached by Soviet interests during the past few months on a possible deal for films. The Soviet overtures are considered by MPEA sources as part of the new Soviet line seeking to extend trade with the West.

The MPEA, which has the exclusive rights of member companies to trade behind the Iron Curtain, rejected the overtures on the basis of past experience and the lack of evidence that any deal would in any way improve American-Soviet relations. There have been no remittances to American film companies out of Russia for years, an MPEA spokesman said, despite the fact that they have resurrected such old films as the "Tarzans" and some American films which they claim as war booty.

JDA and 300 Guests Dine Balaban Tonite

Over 300 persons are expected to attend the opening dinner of the 1954 Joint Defense Appeal at the Hotel Waldorf-Astoria here tonight. Barney Balaban, president of Paramount Pictures, will be honored for "his efforts in the fight to protect American civil rights and liberties."

The dinner will be the opening gun in JDA's fund goal of $5,000,000 to finance the activities of the American

(*Continued on page 3*)

Schine Show-Cause Hearing April 15

BUFFALO, April 7. — Arguments on a Federal Court order directing council president Elmer F. Lux and J. Myer Schine, president of Schine Theatres, to show cause why they should not be held in criminal contempt will be heard here April 15,

(*Continued on page 3*)

Show VistaVision At M.H. April 27

VistaVision, Paramount's wide-screen film process, will have its initial East Coast demonstration at the Radio City Music Hall here on April 27, it was announced yesterday by Barney Balaban, president of Paramount Pictures. Independent exhibitors, circuit operators, newspapermen and industry executives will attend the demonstration which will begin at 8:30 a.m. so that the Hall can be cleared for regular patrons by 10 o'clock.

To Seek Better Tax Terms for Earnings Of Pictures Abroad

WASHINGTON, April 7.—A Motion Picture Association spokesman will testify before the Senate Finance Committee Monday to seek better tax treatment for film company earnings overseas.

The spokesman will ask that the House-approved technical tax revision bill be amended in this fashion. The finance committee opened hearings on the measure today, with Treasury

(*Continued on page 3*)

20th's 'Scope Tests To Start in N. Y.

The series of world-wide CinemaScope demonstrations planned by 20th Century-Fox will be launched in New York, probably at the Roxy, it was learned here yesterday. A London demonstration will follow the New York show.

Highlights of the projected demonstration will include clips of newly-shot 20th-Fox product, for which the new CinemaScope projection lenses

(*Continued on page 3*)

Stereo Requirement Hit by Wisc. Allied

MILWAUKEE, April 7.—The keynote of today's session of Wisconsin Allied convention was the attack on film rentals and percentages, primarily on CinemaScope pictures, particularly the enforcement of stereophonic sound with CinemaScope.

Ben Marcus, principal speaker in the afternoon, pointed out that after the successful fight in Washington, in

(*Continued on page 3*)

May 17 Deadline to Redeem RKO Stock

Stockholders of RKO Pictures have until May 17 to turn in their common stock and receive payment of $6 per share, J. R. Grainger, president of RKO Pictures, said here yesterday in a letter to all stockholders.

Grainger said that stock certificates that are to be redeemed should be surrendered to the Irving Trust Company here by that date.

During the March 18 Dover, Del., stockholders' meeting in which the Howard Hughes offer of $23,489,478 for all RKO Pictures assets was accepted, an invitation was extended by Hughes to the shareholders to sell

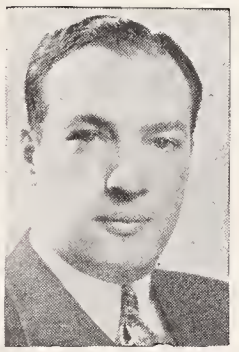
(*Continued on page 2*)

Hails Move

Allied Product Plan Lauded By Goldenson

AB-PT Head Urged Such Project Last November

Allied States Association's plan to secure additional product through tie-ups with independent producers was warmly welcomed by Leonard Goldenson, president of American Broadcasting-Paramount Theatres, here yesterday.



L. Goldenson

Commenting on Allied's first deal with producer Hal R. Makelim, Goldenson said "anything that helps to stimulate production is a step in the right direction."

It was Goldenson who sounded the

(*Continued on page 3*)

Ohio ITO Will Protest Para. Inquiry on Tax

COLUMBUS, April 7.—The board of directors of the Independent Theatre Owners of Ohio, meeting here today, instructed Robert Wile, its secretary, to protest to Paramount Pictures the sending of a letter by that

(*Continued on page 2*)

Say Inter-Nation Royalties Show Copyright Pact Need

WASHINGTON, April 7.—U. S. film companies received $176,200,000 in 1953 from royalties on foreign showings of their films, the Commerce Department estimated.

This was a considerable increase from an estimated $167,000,000 of receipts in 1952 and $160,400,000 in 1951.

At the same time, Commerce said U. S. payments on royalties for foreign films shown in the U. S. amounted to $5,200,000 in 1953. This was an increase over the $4,000,000 estimated for 1952 but still well below an estimated $11,000,000 in 1951.

The figures were presented by Deputy Assistant Secretary Carl F.

(*Continued on page 3*)

See Cinerama Next In Dallas, Cinci.

Talks are underway to open Cinerama in Cincinnati and Dallas, it was learned here yesterday.

Stanley Warner, which has exclusive production and exhibition rights for the process, will open "This Is Cinerama" in Minneapolis on April 19.

Personal Mention

SEYMOUR MAYER, regional director of the Far and Middle East for Loew's International, has returned to New York following his annual trip abroad.

•

MILTON GUNZBURG, producer, and MRS. GUNZBURG will sail from New York for Europe today aboard the "Liberte."

•

J. M. TOTMAN, assistant New Haven zone manager for Stanley Warner Theatres, has returned there from Miami.

•

JACK J. ENGERMAN and ZOLLIE VOLCHOK, of Northwest Releasing Corp., have arrived in New York from Seattle.

•

L. D. NETTER, Jr., Altec Service Corp. general sales manager, has left here for Wilkes-Barre and Scranton.

•

FRANK KING, of King Brothers Productions, returned to Hollywood last night from New York.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, left here yesterday for Kansas City.

•

NORMAN GLUCK, vice-president of United World Films, has returned to New York from South America.

•

ALBERT E. SINDLINGER, industrial analyst, has left Washington for Los Angeles and Palm Springs.

•

JANET LEIGH will return to the Coast from New York tonight.

•

HUMPHREY BOGART will return here from Europe today.

Asks Only Dialogue Cuts in 'La Ronde'

BOSTON, April 7.—A Boston censor has recommended 11 deletions in the French dialogue of "La Ronde" before it is shown here, but did not call for any cuts in scenes.

Beatrice Whelton, assistant city censor, reported to Mayor Hynes that the film was not obscene but it did contain some objectionable lines and dialogue. No theatre here has booked it as yet.

Mayor Hynes said he would confer with corporation counsel William Baxter on the censor's suggestions. "We will tell the distributors of the film our rules and regulations, and if they don't choose to abide by them we will tell them not to bring the film into Boston," he said.

'U' Reduces Warrants

WASHINGTON April 7.—Warrants for the purchase of Universal common stock at $10 per share were reduced by 15,974 during February and March, the Securities and Exchange Commission reported today. As of Dec. 31, there were warrants for 99,658 shares outstanding, but as of March 31, the total had been reduced to 83,684.

Pola-Lite Announces More Installations

Following openings of the new Pola-Lite 3-D system at the Roxy Theatre, Detroit, and the Fulton, Pittsburgh, Al O'Keefe, vice-president in charge of distribution for Pola-Lite, has announced six additional theatre installations and two exhibitor demonstrations all utilizing the new single-track 3-D projection system with Universal's "Creature From the Black Lagoon."

In Detroit, the Roxy normally plays product three or four days but the picture has been held for a full week run at this 1,100-seat grind house. Milton Herman, general manager of Detroit Theatrical Enterprises, has placed orders for his other houses. At the first run Fulton Theatre, receipts over the weekend reportedly indicate another successful engagement at this 1,700-seat house with the Pola-Lite 3-D system. The picture is now in its seventh day at Shea's Fulton.

Two Opened Yesterday

Among the new theatre installations which opened yesterday are the 1,800-seat Senate Theatre in Harrisburg, Pa., and the Manos Theatre in Uniontown, Pa. The other four Pola-Lite 3-D openings with U-I's "Creature" are the Commerce, Commerce, Tex., April 13; Nicholas, Fairmont, Minn., April 14; Durand, Durand, Wisc., April 15, and the Queens, Wilmington, Del. April 16.

The two exhibitor demonstrations will be held in Milwaukee and Chicago. Pola-Lite's single-track system was demonstrated in the Strand Theatre, Milwaukee, yesterday for delegates attending the Allied Independent Theatre Owners of Wisconsin convention. Exhibitors in the Chicago territory will attend a demonstration at the Marshall Square Theatre, Chicago, today.

New Eprad Drive-In Speaker Bows Apr. 24

TUCSON, Ariz., April 7.—The new Eprad stereophonic speaker for drive-in theatres will have its premiere showing at the Cactus Drive-in on April 24. "The Robe" will be the attraction.

The single-case speaker is 10⅛ inches long and 3 13/16 inches high, is made of fibreglass and is mounted on the rear view mirror of cars. A single cord to the unit contains four conductor wires, three voice-channel wires to the three driver units and the fourth effect channel to all driver units.

Name Mendelson UA New Haven Manager

Irving Mendelson has been promoted to the post of branch manager of United Artists' New Haven exchange, moving up from city salesman in the Boston exchange.

Mendelson's promotion will be effective next Monday, when Sidney Cooper moves to the Washington exchange as branch manager from the branch manager's post in New Haven. Mendelson has been associated with United Artists since 1941.

Liberty Chicago Suit Settled Out of Court

CHICAGO, April 7.—The Liberty Theatre suit, asking an injunction to prevent Loew's, Inc., from putting their pictures up for bidding in Michigan City, Ind., where the Liberty had been splitting Metro product, and the product of several other companies, with two Indiana-Illinois circuit houses, has been settled out of court, it was disclosed here today, and Metro product will continue to be split by the theatres involved.

Attorneys in the suit were Seymour Simon and Sheldon Collen, representing the Liberty, Bryson Burnham for Loew's and Aaron Stein for Indiana-Illinois.

5 More Exhibitors To UA Committee

Harry Brandt, Emanuel Frisch, Eugene Picker, Walter Reade, Jr., and George P. Skouras have accepted posts on the honorary committee for the United Artists 35th anniversary testimonial dinner to be sponsored by the Variety Club, Tent No. 13, in Philadelphia on May 5.

Brandt is president of Brandt Theatres and of the Independent Theatre Owners Association; Frisch is treasurer of the Randforce Amusement Co.; Picker is in charge of the Loew's circuit in greater New York; Reade is president of Walter Reade Theatres and Skouras is president of the United Artists Theatre Circuit.

On the UA 35th anniversary honorary committee are 12 other exhibitor leaders.

Tax Cuts in Canada Won't Aid Exhibitors

OTTAWA, April 7.—The Canadian government announces no general tax cuts this year which would directly affect theatre operators.

Indirectly affected by the recent excise tax repeal will be projectors, cameras, camera lenses, unexposed film, plates and coin, disc or token-operated vending machines.

Excise tax cuts from 15 to 10 per cent on all soft drinks, candies and chewing gums also go into effect immediately.

Weesner Named V-P Of Wayne-Fellows

HOLLYWOOD, April 7.—Robert Weesner has been named vice-president and general manager of Wayne-Fellows Productions, Inc.

Weesner, who for the past 14 years was with Arthur Anderson Co., a New York accountancy firm, will assume his new duties immediately.

Newcomb, IA Official

Fred W. Newcomb, secretary-treasurer of District No. 3, IATSE, died at his home in Providence, R. I., yesterday. Newcomb was secretary for many years of Stage Employees, Local 23, and the IATSE Resolutions Committee. Funeral services will be held tomorrow at the Boyce-Page Funeral Home in Providence.

Ohio ITO

(Continued from page 1)

company to every city treasurer in Ohio inquiring about taxes levied by the city receiving the letter. Since the letter was sent to many cities which do not have admission taxes, the board fears that this may reactivate a demand for new city taxes in view of the recent Federal tax cut. Massillon, Ohio, theatres have asked for repeal of a city tax law under which theatres are paying up to 33 per cent on admissions subject to Federal tax. The rate is 23 per cent on tickets not subject to Federal tax. Repeal will be up before the city council April 19.

Warner Policy Lauded

The ITOO board condemned the policy of 20th Century-Fox and Loew's, Inc., in requiring theatres to install full stereophonic equipment as a condition to licensing CinemaScope. At the same time, the board praised the Warner policy of releasing CinemaScope films to any theatre with anamorphic lenses.

The board commended the Council of Motion Picture Organizations for its work in tax reduction and thanked the state tax chairman, Leo Jones, of Upper Sandusky.

RKO Stock

(Continued from page 1)

at $6 cash per share within a period of 60 days.

Included in Grainger's letter was a Letter of Transmittal upon which all certificate numbers and the amount of shares held by a stockholder should be listed before turning the stock into the bank for redemption.

RKO Files for Dismissal of Castleman Stockholder Suit

HOLLYWOOD, April 7.—Counsel for RKO Pictures, Inc., today filed a motion in Federal Judge Ben Harrison's court to dismiss with prejudice the Eli B. and Marion Castleman minority stockholder suit, pointing out that the Federal Court in Nevada dismissed an equivalent action on April 1st.

Counsel quoted the language of the Nevada court to the effect that the Hughes offer to acquire all the company's stock at $6 per share can be viewed as constituting a valid compromise of all minority stockholder suits against the company.

To View New Product

HOLLYWOOD, April 7. — Paramount executives Paul Raibourn, A. W. Schwalberg, E. K. (Ted) O'Shea and Jerry Pickman will arrive here today from New York to view new Paramount product and observe new VistaVision developments.



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National Pre-Selling

"LUCKY ME" has the promotional support of a striking full page ad in the April 5 issue of "Life."

"Man With A Million," a Technicolor version of Mark Twain's story of a penniless and hungry young American who suddenly finds himself on the streets of London with a Bank of England note for £1,000,000 in his pocket, is reviewed in the same issue.

Gregory Peck is the momentary millionaire in the UA release. The way Penniless Peck turns London society upside down just by flashing the note now and then proves Mark Twain's contention that money conquers everything—except, of course, love.

•

"'Pickwick Papers,'" reports Ed Miller in the April issue of "Seventeen," "is a masterpiece of movie humor. It stands alone in its joyous whimsical characters and their hilarious adventures first described in Dickens' pages." A full page is devoted to the review.

Among the other pictures reviewed in the issue are "Elephant Walk," "The Boy from Oklahoma" and "Saadi."

•

"In 'Knock on Wood'," reports "Look" in the current issue, "Danny Kaye has the best movie showcase he has ever had to display his manifold comic talents. He goes on a spree that recalls the mad adventures of the Marx Brothers.

"Spoofing gadget-filled cars and British sales methods, Danny, as a car salesman, can't find the starter but gives a customer a snappy demonstration standing still."

•

"Seven Brides for Seven Brothers" and Jane Powell, the film's co-star, receive the benefit of a tie-in four-color ad appearing on the inside front cover of the April issue of "Woman's Home Companion."

Jane Powell, who uses Lustre-Creme Shampoo, is spotlighted in the ad.

Among the pictures recommended in this "Companion" issue are "It Should Happen to You," "The Pickwick Papers" and "The Boy from Oklahoma."

•

"Three for the Show," Columbia's new musical, will get a plug in the April 11 issue of "American Weekly."

A full page is devoted to an interview with the star of "Three for the Show," Betty Grable, who refuses to let stardom in the movies interfere with her real-life mother role.

•

Louella Parsons, writing in the April issue of "Cosmopolitan," chose "Elephant Walk" as the best production of the month; "Beat the Devil" as the best directed and "Rhapsody" as the best picture.

•

"Prince Valiant" will have the benefit of a full color front cover caricature by Kapralick in the April 25th issue of "Pictorial Review."

•

"The Holly and the Ivy" has been chosen by the "Christian Herald" as the picture of the month and it has also received laudatory reviews in "Woman's Home Companion" and "Seventeen."

WALTER HAAS

Dinner to Balaban

(*Continued from page 1*)

Jewish Committee and the Anti-Defamation League of B'nai B'rith, with half the goal needed from the New York area.

Guest speakers will include Jacob Blaustein, honorary president of the American Jewish Committee, and Paul M. Sanpliner, chairman of the JDA executive committee and Independent News Co. head.

Balaban has been in the forefront of civic and Jewish community affairs for more than two decades. He is honorary vice-chairman and a national commissioner of ADL and a member of that agency's Eastern region board.

Schine Hearing

(*Continued from page 1*)

instead of April 13 as originally scheduled.

U. S. Attorney John O. Henderson announced the change in dates had been approved by Judge John Knight on stipulation of counsels.

Lux, Schine, four other individuals and nine corporations have been accused by the government of criminal contempt of court. The government charges they disobeyed an order handed down in 1949 by Judge Knight in an anti-trust action against Schine and its subsidiaries.

Twelve of the same 15 defendants have been charged with civil contempt of court.

Stereo Requirement

(*Continued from page 1*)

which both sides combined their efforts, worked together and won, "Why can't we work together on other things? Allied is not composed of reactionaries trying to destroy. We want to work in harmony with every phase and branch of the industry. But we do not feel that stereophonic sound is economically feasible. It should not be forced upon theatres and subsequent situations. Allied is not against CinemaScope, but against enforcing the installation of stereophonic sound."

"Mr. Skouras," said Marcus, "is a saviour in our industry and has foresight and guts, but we do not like the policies laid down by him." In pointing out the cost of product and installation and percentages demanded on CinemaScope pictures Marcus said that 20th Century-Fox should be sincere and initiate a fair policy whereby the theatre man can amortize his investment.

A rising vote of thanks and gratitude was given to F. J. McWilliams, Madison, in resolution form, on his announcement of wishing to step down from the board of directors in favor of a younger man.

A panel discussion was held on equipment in the morning.

'Valiant' 'Go See'

Twentieth Century-Fox's CinemaScope Easter release, "Prince Valiant," has been selected as the "Go See Picture of the Month" for April in the New York subways.

Goldenson

(*Continued from page 1*)

call for exhibition to enter production at the Theatre Owners of America convention last November. In order to relieve the product shortage, if it persisted, he declared then, the exhibitor "must protect himself either by producing pictures, financing production or in some other manner." Following a trip to the Coast about two months ago, Goldenson expressed his belief that the product situation was changing for the better, but nevertheless there remained a need for more product.

Goldenson, in response to a question as to whether AB-PT affiliate theatres would book the projected Makelim productions, said "I'm sure they would if they are the kind they like." He went on to explain that the AB-PT operation is a decentralized one, with local AB-PT houses making their individual decisions.

Meanwhile, Wilbur Snaper, president of New Jersey Allied, said that his organization will meet on Tuesday to discuss the Makelim deal.

Makelim has been associated with the industry since the Essanay days of George K. Spoor and Billy Anderson. His most recent picture was "Man of Conflict," starring Edward Arnold, John Agar and Susan Morrow, which he produced and directed.

Tax Terms

(*Continued from page 1*)

Secretary Humphrey urging speedy enactment of the bill.

William H. Roberts, secretary of MPA's foreign tax committee, is now listed as the witness to testify next Monday, but MPAA officials said some other association spokesman might be substituted for Roberts.

The House-passed bill gives many tax advantages on the income of firms manufacturing or retailing overseas, but specifically denies these advantages to export companies, like the film companies. Presumably the MPAA spokesman will urge equal treatment.

This provision in the House bill came under some criticism at today's hearings as chairman Millikin (R., Col.), Sen. Bennett (R., Utah) and other committee members said they could not understand why these advantages should be denied export companies. Humphrey said it was a matter of "trade treaties," and that extending the benefits to export firms would "get us in trouble with some of our trade treaties."

20th 'Scope Tests

(*Continued from page 1*)

are used. In addition, there will be prints to dramatize the difference between stereophonic and optical sound. For the past week, Spyros P. Skouras, president, and Al Lichtman, distribution director, have been on the Coast, preparing material for the demonstration. Skouras and Lichtman are due to return here on Monday and soon afterward, it was stated, Lichtman is expected to confer with officials of Theatre Owners of America and Allied States Association, seeking their participation in the demonstrations.

A 20th-Fox spokesman said the demonstrations will definitely be staged "within the next 40 days." He added that Skouras plans to attend the London demonstration.

Copyright Pact Value

(*Continued from page 1*)

Oechsle in testimony before Congressional committees in support of the proposed universal copyright convention and in support of the enactment of legislation to implement U. S. participation in the new convention. The hearings were before a joint subcommittee of the Senate Foreign Relations and Judiciary Committees.

Oechsle and other government and industry witnesses argued that the additional protection afforded by the proposed new convention would greatly help industries like the film industry with large export markets. He also mentioned the book, magazine and music publishing industries and radio and television. "All of these industries," he said, "will benefit commercially by the adoption of this convention and the enactment of this implementing legislation."

Foundation Called 'Unsteady'

The Senators were told that while U. S. entertainment and artistic industries now enjoy a large volume of foreign business, this business "rests on an unsteady if not flimsy base for lack of U. S. participation in a satisfactory international system of copyright protection which the convention would provide."

The new convention is being opposed mainly by some book publishers and by workers in the printing and binding industries who fear a sharp increase in imports of books printed overseas if the copyright convention were adopted.

Thorsten Kalijarvi, Deputy Assistant Secretary of State, warned the Senators that if the U. S. does not approve the new convention "a real danger exists" that U. S. film companies and other copyright holders may lose the protection they now get in foreign countries. He explained that U. S. firms are protected abroad under the earlier Berne convention, even though the U. S. has not signed that convention. Many foreign countries have grown tired of giving the U. S. this protection without the U. S. signature, he said, and most copyright experts feel this present protection will be withdrawn if the U. S. does not join the new convention.

Similar testimony came from Herman Finkelstein, general attorney for the American Society of Composers, Authors and Publishers; Samuel W. Tannenbaum, copyright consultant for many major film companies; John Schulman, counsel for the Authors League of America and the Songwriters Protective Association, and Sidney M. Kaye, general counsel of Broadcast Music, Inc.

ASCAP Urges U. S. Copyright Adherence

Herman Finkelstein, general attorney for the American Society of Composers, Authors and Publishers, yesterday urged the U. S. to adhere to the Universal Copyright Convention. His statement came before a joint meeting of a sub-committee of the Foreign Relations and Judiciary Committee of the Senate.

In his statement, Finkelstein pointed out that if there were no system of international copyright protection, the cost of complying with local requirements would be so prohibitive that U. S. industries would be compelled to forego any income from abroad, rather than incur the expense of world-wide protection.

A REPORT TO THE EXHIBI

and a cordial invitat



"We are showing you a glimpse of our future—because it is your future, too!"

ON APRIL 26TH

EVERY EXHIBITOR IN THE NATION IS INVITED TO A PRESENTATION BY JACK L. WARNER IN A SPECIAL CINEMASCOPE SUBJECT TO BE SHOWN IN SELECTED THEATRES IN EVERY EXCHANGE CITY!!

Warner Bros. Studios are now engaged in by far the biggest, costliest of all our production programs. Almost any one of the pictures ready, in production, or soon to be made, could have been considered the leading industry attraction of any past season. We want you to have the whole story—all the history-making facts that speak for themselves.

AND ON THE SAME OCCASION AT THE SAME THEATRES SPECIAL SCREENING OF

ALFRED HITCHCOCK'S

"dial M for Murder"

ORS OF THE UNITED STATES!...

on from Warner Bros.

THIS SCREEN REPORT, prepared especially for exhibitors, shows actual scenes from our forthcoming productions to give you a detailed review of the look and shape of things to come... the scope of the great books, great plays, great stories and great talent in the Warner Bros. pictures on the way to your screens.

We sincerely urge that you make every effort to attend. We are positive that what you will see will convince you as we are convinced that for the customers of Warner Bros. and for the Studios of Warner Bros. the times just ahead will be the most mutually profitable of any time we have made pictures and you have shown them.

CITY	THEATRE	TIME
ALBANY	STRAND	10:00 AM
ATLANTA	RHODES	10:30 AM
BOSTON	FENWAY	10:00 AM
BUFFALO	CENTER	10:00 AM
CHARLOTTE*	CAROLINA	10:00 AM
CHICAGO	CENTURY	10:30 AM
CINCINNATI	HOLLYWOOD	2:00 PM
CLEVELAND	COLONY	11:00 AM
DALLAS	PALACE	9:00 AM
DENVER	ESQUIRE	2:00 PM
DES MOINES	DES MOINES	9:15 AM
DETROIT	HOLLYWOOD	2:00 PM
INDIANAPOLIS	FOUNTAIN SQUARE	1:30 PM
JACKSONVILLE	ST. JOHNS	9:00 AM
KANSAS CITY	PLAZA	10:30 AM
LOS ANGELES	FOX BOULEVARD	2:00 PM
MEMPHIS	WARNER	9:30 AM
MILWAUKEE	WARNER	9:30 AM
MINNEAPOLIS	UPTOWN	10:30 AM
NEW HAVEN	ROGER SHERMAN	10:00 AM
NEW ORLEANS	SAENGER	8:35 AM
NEW YORK	R.K.O.—86th ST.	9:45 AM
OKLAHOMA	CRITERION	9:30 AM
OMAHA	STATE	9:45 AM
PHILADELPHIA	BROADWAY	11:00 AM
PITTSBURGH*	SCHENLEY	10:30 AM
PORTLAND	EGYPTIAN	2:00 PM
SALT LAKE	CENTRE	10:00 AM
SAN FRANCISCO	PARAMOUNT	9:30 AM
SEATTLE*	EGYPTIAN	1:30 PM
ST. LOUIS	ST. LOUIS	1:00 PM
WASHINGTON	AMBASSADOR	10:00 AM

** — denotes 2D*

3 DIMENSION
IN THE HITCHCOCK MANNER!
AND
WARNERCOLOR



STARRING
RAY MILLAND
GRACE KELLY
ROBERT CUMMINGS

For CINEMASCOPE SPECIAL HONORARY ACADEMY AWARD



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CINEMASCOPE

IN THE WONDER OF STEREOPHONIC SOUND

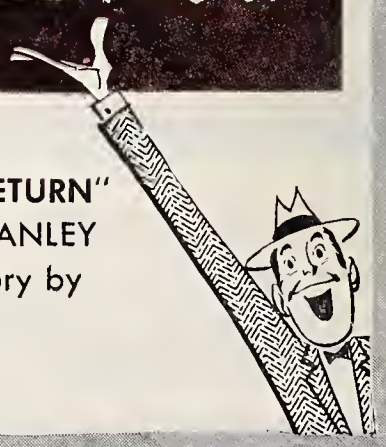
ROBERT MITCHUM · MARILYN MONROE

in 20th Century-Fox's

River of No Return

color by TECHNICOLOR

20th Century-Fox presents ROBERT MITCHUM and MARILYN MONROE in "**RIVER OF NO RETURN**" with RORY CALHOUN • Tommy Rettig • Murvyn Vye • Douglas Spencer • Produced by STANLEY RUBIN • Directed by OTTO PREMINGER • Screen Play by FRANK FENTON • From a story by Louis Lantz • Color by Technicolor



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 68 NEW YORK, U.S.A., FRIDAY, APRIL 9, 1954 TEN CENTS

NEW COMPO PROJECTS SEEN NEAR

With the successful conclusion of the Federal anti-tax drive under its belt, the triumvirate of the Council of Motion Picture Organizations is expected to meet here shortly to map plans for other projects.

A date for a meeting, it was learned, will be set following the return here of Al Lichtman, a member of COMPO's governing triumvirate from Hollywood on Monday. Other members of the three-man governing body, Wilbur Snaper and Sam Pinanski, in addition to COMPO's special counsel, Robert Coyne, await the setting of a meeting date.

Sun vs. Majors Suit Dismissed in Chicago

CHICAGO, April 8.—An important decision affecting the filing of anti-trust suits in the State of Illinois has been handed down by the U. S. District Court of Appeals, upholding an earlier ruling by the Federal District Court regarding suits filed here. In so holding, the circuit court dismissed the suit of the Sun Theatre Corporation against RKO, Balaban & Katz, Paramount Pictures, Inc., and Paramount Film Distributing Co., ruling that anti-trust actions must be for triple damages, not for single damages, on which there is a five-year statute of limitations in Illinois, and that the two-year period began to run its course the day the consent decrees were signed.

Attorneys Coolen and Simon, representing Sun, have not indicated whether they will take the case to the Supreme Court.

Borzage Vice-Pres. Of Makelim Prod.

HOLLYWOOD, April 8.—Hal R. Makelim today disclosed the appointment of Frank Borzage as vice-president of Makelim Productions and stated that Borzage will direct at least two of 12 features to be made under arrangement with Allied States Association.

Allied 'Heartened' By Goldenson Move

Allied is "heartened" by the congratulations of Leonard Goldenson, American Broadcasting-Paramount Theatres president, Wilbur Snaper, Allied board member, said here yesterday, referring to Goldenson's comments on Allied's plan to boost production.

Snaper added that Goldenson was among the exhibition leaders who warned of the product shortage and the need for exhibition to take corrective measures.

UK, Canada to Make Pola-Lite Systems

The Pola-Lite Co., manufacturers of 3-D glasses and the new single-track projection system, has concluded negotiations for the manufacture and distribution of the Pola-Lite 3-D system in both the United Kingdom and Canada, Al O'Keefe, vice president in charge of Pola-Lite distribution, announced.

G. B. Kalee, Ltd., a subsidiary of the J. Arthur Rank organizaiton, will manufacture the single-track 3-D units for distribution throughout the United Kingdom and British possessions, Europe, Latin and South America.

In Canada, Pola-Lite 3-D projection equipment will be distributed by General Theatres, a division of Famous Players Canadian Corp.

'Jolson Story' Back In New Media Dress

Columbia Pictures has taken its reported $8,000,000-gross "The Jolson Story" out of its vaults, equipped it with directional sound and prepared it for wide-screen projection. It will be pre-released as "entirely new" in special engagements next month, A. Montague, general sales manager, announced.

The picture was given a sneak preview at the Fox Theatre in Brooklyn to which circuit executives were invited and the reaction appeared to be as enthusiastic as it was when the film was first released in 1946, plus the extra interest because of the directional sound and wide screen presentation.

New advertisements, press book and

(*Continued on page* 3)

Italy Co-Production Deals Vested in IFE

Italian Films Export has announced that it has been appointed by the major Italian film studios, including Lux, Ponti-De Laurentiis, Titanus, Incom, Giuseppe Amato and Documento, to serve as their official U. S. representative in negotiating Italo-American co-production deals as well as for securing American writing, directorial, acting and technical talent for

(*Continued on page* 3)

Goldstein, UA Near a Pact

United Artists and Leonard Goldstein were reported yesterday to have agreed in principle on a deal whereby the independent producer would make a series of pictures for UA. Goldstein has one more picture to make for 20th Century-Fox under the Panoramic banner.

Goldstein returned to Hollywood from here on Wednesday after conferences with Robert Benjamin, board chairman, and other company executives. While no papers were signed and many of the details were not finalized, it was reported that both parties reached a general agreement.

Goldberg Reelected By Wisconsin Allied

MILWAUKEE, April 8. — Sig Goldberg today was reelected president of Wisconsin Allied at the annual convention of the organization. Other officers are: vice-president, A. Provinzano; secretary, Ed Johnson; treasurer, Oliver Trampe; national director, Goldberg; director-at-large, Ben Marcus.

Named to the board of directors are Eugene Goderskie, Johnson, Provinzano, Trampe, Floyd Albert, William Charboneau, Martin Holzman, Vic Wilson, Harry Melcher, Russell Leddy, Goldberg, J. P. Adler and Fred Minor.

Subjects discussed today included film shortages, better pictures, lower percentages and no forcing of stereophonic sound. Al Sindlinger, analyst,

(*Continued on page* 5)

TOA Reaction

Reade Praises Allied Plan to Boost Product

Sends Message to Marcus Hailing Makelim Deal

By MURRAY HOROWITZ

A message of congratulations was sent to Allied by Walter Reade, Jr., president of Theatre Owners of America, here yesterday, praising Allied for its "forward step" in securing additional product.

Reade, referring to Allied's announced deal with independent producer Hal R. Makelim, said in his message that "any forward step of this sort" promulgated by exhibition "is helpful to the entire industry." The message was addressed to Ben Marcus, Allied president, Abram F. Myers, general counsel, and Wilbur Snaper, Allied board member.

The TOA president, asked if his

(*Continued on page* 3)

O'Connor Chairman Of Charity Group

Appointment of the motion picture committee of the Cardinal's Committee of the Laity for the 1954 Catholic Charities fund raising drive in the Archdiocese of New York was announced yesterday by committee chair-

(*Continued on page* 3)

Feature of "35th" Fete

'All United Artists Week' Scheduled to Start May 9

Designed to place United Artists product in every U. S. theatre during the week of May 9, an "All United Artists Week" has been set up by William J. Heineman, vice-president in charge of distribution.

The "All United Artists Week" drive will be part of the year-long celebration of the 35th anniversary of the company's founding.

Announcing the designation of the week beginning Sunday, May 9, and ending Saturday, May 15, Heineman issued a special message to all district and branch managers in the United States and Canada.

Heineman's message stated that the objective of the week was "to have some United Artists product playing on every screen in your territory during this seven-day period."

ITOA Okays Polio Vaccine Trailer

Exhibition of a one-minute trailer informing the citizens of New York of the polio vaccine tests was approved here yesterday by the Independent Theatre Owners Association.

The ITOA responded to a public service request of the New York City Department of Health.

Personal Mention

JOSEPH H. MOSKOWITZ, vice-president and Eastern studio representative of 20th Century-Fox, will return to New York today from Hollywood.

•

FRANCES ALDERMAN, secretary to MERVYN LEROY at Warner Brothers in Hollywood, became a grandmother for the second time when her daughter, MRS. JERI GIFFORD, former secretary at WB, gave birth to a boy at Cedars of Lebanon Hospital.

•

JOHN GOLDEN, stage producer, was honored at a cocktail party at the Lambs Club here yesterday in honor of his 60th year with that organization. The annual Lambs Gambol, to be held April 24 at the Hotel Astor, also will be a tribute to Golden.

•

VIVECA LINDFORS will arrive here from London today on a B.O.A.C. Monarch. RALPH BELLAMY will leave New York at the weekend for Nassau on a B.O.A.C. Bahamian.

•

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising and publicity, returned to the Coast yesterday from New York.

•

CHARLES B. MOSS, executive director of the Criterion and B. S. Moss Theatres, has returned here from Europe.

•

SID BLUMENSTOCK, Paramount Pictures assistant national director of advertising-publicity, arrived in Hollywood yesterday from New York.

•

HARRISON JOHNSTON, general sales manager of Ampex Corp., and MRS. JOHNSTON will return to the Coast from New York on Monday.

•

JEROME BALSAM, vice-president of Madison Pictures, is the father of a daughter born to MRS. BALSAM Wednesday at Beth Israel Hospital.

•

JAMES STANSEL, formerly with Independent Theatres, Chattanooga, has been named manager of the Ranch Drive-in, Hartselle, Ala.

•

JACK FULLER, theatre owner of Columbia, S. C., has been designated chairman of the American Cancer Society fund-raising campaign there.

•

WOLFE COHEN, president of Warner Brothers International, has arrived in Cairo from Athens.

•

JOHN FORD and TYRONE POWER will arrive here tomorrow enroute to West Point.

•

MRS. SHIRLEY BAKER has been named secretary at the A.B.C. Booking Service in Atlanta.

Royal M. Koken Dies

MILWAUKEE, April 8.—Royal M. Koken, 71, died at his home in Wauwatosa, a suburb of Milwaukee, on Wednesday. He is survived by his wife and son, Lee, head of RKO Theatres concession department.

150 Army Theatres To Get Wide Screens

WASHINGTON, April 8.—The Army and Air Force Motion Picture Service will have approximately 150 of its theatres equipped with large screens and anamorphic lens within 60 to 90 days, according to director Fred Bund.

Bund said this would be approximately half of the service's theatres in the U. S., and that he hoped to make similar installations in the other halt as rapidly as possible. No arrangements are being made for stereophonic or other special sound equipment, Bund declared.

Shea's Toronto May Be Taken By City

TORONTO, April 8.—Because of the early possibility that Shea's Theatre may be taken over by the City of Toronto for part of a civic square, Famous Players Canadian Corp. has laid plans for the general improvement of the Tivoli Theatre, also in the downtown district, as an alternative first-run house.

The circuit may also re-open the Victoria Theatre, closed many months, to team with the Tivoli, the combined seating capacity being about equal to the accommodation in Shea's Theatre which has 2,400 seats.

11 More Dates Set On 'Carnival Story'

King Brothers' "Carnival Story," RKO Radio release which will have its world premiere next Friday at the Criterion, New York; Woods, Chicago, and Mastbaum, Philadelphia, has been booked into eleven more theatres for early runs.

They are the Hillstreet and Pantages Theatres, Los Angeles; Orpheum, New Orleans; Golden Gate, San Francisco; Keiths, Washington; Missouri, Kansas City; Brandeis, Omaha; Memorial, Boston; Palace, Cincinnati; Orpheum, Denver, and Fox, St. Louis.

Lowell Thomas Film Premieres April 14

The broadcasting expedition of CBS radio newscaster Lowell Thomas and Lowell Thomas, Jr., to Tibet before it fell to the Chinese Communists, comes to the screen in "Out of This World" April 14 at the Guild Theatre in New York.

Entire proceeds of the premiere will go to the Overseas Press Club's Correspondents Fund to meet the needs of men and women who have served the American press and radio abroad.

Disney's 'Whistle' To RKO in Canada

RKO Radio has obtained the Canadian distribution rights to Walt Disney's Academy-winning short subject, "Toot, Whistle, Plunk and Boom," Charles Boasberg, general sales manager announced yesterday.

"Toot, Whistle, Plunk and Boom," with color in Technicolor, is the first cartoon made in CinemaScope.

SMPTE Convention May 3 in Washington

The newest technical developments concerning the industry will be highlighted during the 75th semi-annual convention of the Society of Motion Picture and Television Engineers, May 3 to 7, at the Hotel Statler in Washington.

Some of the topics to be discussed include: special photography effects, color cinematography, studio lighting, stage designs, loudspeaker systems, photography of motion, electronic shutters, high speed photography and electronic television.

Engineers who will lecture on technical developments are C. E. Phillimore of Bell & Howell; C. E. K. Mees of Eastman Kodak; Willy Borberg of General Precision; John G. Frayne of Westrex; John I. Crabtree of Eastman Kodak; Richard S. O'Brien of Columbia Broadcasting System and Axel J. Jensen of Bell Telephone.

Two in 'C,' Two in 'B' As Legion Calls 14 'A'

Two films classified as "C", two as "B" and 14 as "A" comprise the latest list of the National Legion of Decency. In Class C are "Sensualita" and "La Ronde," the latter film having previously been placed in Class C on Nov. 8, 1951.

A Class B rating has been given to "The Long Wait" and "Playgirl."

There are seven pictures in Class A, Section 2: "The Eternal Mask," "The Lonely Night," "Make Haste to Live," "Rails Into Laramie," "Secret Assignment," "Diary of a Country Priest" and "Yellow Tomahawk." In Class A, Section 1, are "Her Twelve Men," "Jungle Man-Eaters," "The Siege at Red River," "Lucky Me," "Man with a Million," "Prince Valiant" and "A Queen's World Tour."

Tom Connors' Father

James F. Connors, father of Thomas J. Connors, well known distribution executive and head of Tom Connors Associates, commercial film organization, died at his home in Brooklyn Wednesday night. Funeral services will be held tomorrow morning at the Church of Our Lady Queen of Angels, 73rd Street and Fourth Ave., Brooklyn.

A daughter, Mrs. Mabel Cumming, also survives.

Technicolor Dividend

The board of directors of Technicolor, Inc., here yesterday declared a dividend of 25 cents a share on the new $1 par common stock and 50 cents a share on the old no-par common stock, not exchanged, payable April 27 to stockholders of record at the close of business on April 16.

Install Luxuria Screens

Home office screening rooms of Columbia and Paramount have installed Luxuria seamless screens, manufactured by the Trans Lux-Stewart Corp. The screen, it is claimed, is adaptable for all wide screen media and 3-D.

ITOA Congratulates United Artists on 35th Anniversary

United Artists was congratulated here yesterday on the occasion of its 35th anniversary by the Independent Theatre Owners Association.

The ITOA, at a meeting here presided over by president Harry Brandt, praised the present UA management for revitalizing "the company to the point where it currently enjoys an eminent position in distribution."

Audio-Visual Meet Aug. 1-4 in Chicago

CHICAGO, April 8.—The 1954 National Audio-Visual convention and trade show will be held Aug. 1-4 at the Conrad Hilton Hotel here.

Some of the 3,000 persons expected to attend are audio-visual dealers and salesmen, film librarians, and audio-visual specialists from the educational, religious, governmental and industrial fields. Equipment manufacturers, producers and distributors of 16mm films and filmstrips will fill the 150 exhibits and displays.

U. S. Customs Admits 'Beauties' Sans Cuts

United Artists and Lopert Films yesterday were advised by U. S. Customs officials that they have reconsidered their decision of several months ago to cut a scene from Rene Clair's "Beauties of the Night." They will now permit the film to enter the U. S. without any cuts.

In the discussed scene, Gina Lollobrigida is seen descending into a harem bath in the nude. It was cut and confiscated by customs officials when the film was originally imported to the U. S.

United Artists will now submit the bath sequence to the N. Y. State Censor Board. If the board concurs with customs, the footage will be added to the picture which is now in its American premiere engagement at New York's Fine Arts Theatre.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"ROSE MARIE"
starring
Ann BLYTH Howard KEEL Fernando LAMAS
in CinemaScope
Photographed in EASTMAN COLOR
An M-G-M Picture — and the MUSIC HALL'S GREAT EASTER STAGE SHOW

IN CINEMASCOPE
"Lucky Me" IN WARNERCOLOR
IT STARS DORIS DAY ROBERT CUMMINGS PHIL SILVERS
PARAMOUNT TIMES SQUARE

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Italian Deals

(Continued from page 1)

Italian produced films. During the past year, IFE has participated in the arrangement of many such co-productions. Now it will be the central agency for those companies in this country.

Ralph Serpe, director of the IFE television and co-production division, finalized arrangements during his recent visit to Rome and will coordinate these activities which will include deals for story ideas whose subject matter necessitate filming abroad as well as the procuring of writers, directors, stars and other film talent for Italian properties.

Files Appeal Against Drive-in Opposition

HARTFORD, April 8.—Eugene H. Lamphier and associates, backers of a long-planned drive-in theatre at Watertown, Conn., have taken an appeal to the State Supreme Court of Errors in their latest move to overcome opposition by the town and interested residents.

The appeal notice, filed by Lamphier, requests an extension of time to April 23 to file their case.

Litchfield County Superior Court Judge Charles S. House has denied the Lamphier interests a motion to reopen a judgment in the case of the town against the theatre.

Reserve Decision on Drive-in Permit

HARTFORD, April 8.—Connecticut State Police Commissioner John C. Kelly has reserved decision on granting of a state police permit to incorporators of a proposed drive-in theatre at Groton.

Theatre incorporators are Harry Picazio, Jr., J. Lawrence Peters, Isadore Fishbone, all of New London, and Anthony Albino of Waterford.

Wick Heads CBS-TV Hollywood Publicity

HOLLYWOOD, April 8. — Ted Wick, director of television and radio advertising and exploitation for Paramount Pictures in Hollywood, has been named director of publicity and exploitation here for CBS Television.

Wick, who resigned from Paramount after four and a half years with the company, will assume his new position on April 26.

Film Committee Named

(Continued from page 1)

man John J. O'Connor of Universal Pictures and vice-chairman L. Douglas Netter, Jr., of Altec Service.

The Archdiocese of New York is seeking to raise $2,500,000 during 1954. George J. Schaefer is treasurer of the Cardinal's Committee of the Laity.

All Branches Represented

Appointed to serve on this year's motion picture committee are: Frank J. Alford, M. P. E. A.; John W. and Charles A. Alicoate, "Film Daily"; William E. Barry, Shea Enterprises; Frank E. Cahill, Jr., Warner Bros.; Francis X. Carroll, 20th Century-Fox; Patrick Casey, Casey Enterprises; Thomas J. Connors, Tom Connors Associates; Robert W. Coyne, COMPO; Thomas Crehan, RKO Theatres; William Cronin, Comerford Theatres; John Dervin, Allied Artists; Russell V. Downing, Radio City Music Hall; Al Duryea, Pathe Laboratories; Joseph Eagan; Si Fabian, Fabian Theatres; James M. Franey, United World Films; William J. German, W. J. German, Inc.; Joseph M. Geoghan, Century Theatres; Edmund C. Grainger; James R. Grainger, RKO Radio Pictures; William J. Heineman, United Artists; Walter F. J. Higgins, Associated Prudential Theatres; William W. Howard, RKO Theatres; John Hughes, United Artists; John Kane, Columbia Pictures; Sherwin Kane, MOTION PICTURE DAILY; Austin C. Keough, Paramount Pictures, and Frank J. Kiernan, Stanley Warner Corporation.

Also, Fred Lynch, Radio City Music Hall; Thomas J. Martin, Warner Bros.; Paul C. Mooney, Sr.; National Screen Service; Peter J. Mooney, Audio Productions; James Mulvey, Samuel Goldwyn Productions; John F. Murphy, Loew's; Joseph A. McConville, Columbia Pictures; Joseph E. McMahon, Republic Pictures; William J. McShea, RKO Radio Pictures; Paul D. O'Brien, O'Brien, Driscoll & Raftery; Robert H. O'Brien, American Broadcasting Co.; Thomas F. O'Connor, RKO Theatres; Charles L. O'Reilly, A. B. C. Vending Corp.; Edward K. O'Shea, Paramount Film Distributing Co.; Martin Quigley, Quigley Publishing Co.

And Charles M. Reagan, M-G-M Pictures; Phil Reisman, Joseph Kennedy Industries; Herman Robbins, National Screen Service Corp.; George J. Schaefer; C. J. Scollard, National Screen Service Corp.; George Skouras, Skouras Theatres; Spyros Skouras, 20th Century-Fox; Edwin J. Smith, Jr., RKO Pictures; Nick Tronolone; Frank C. Walker, Comerford Theatres; Richard F. Walsh, I. A. T. S. E.; William A. White, Skouras Theatres.

Reade

(Continued from page 1)

organization has a similar plan, replied that the product situation is being studied by the TOA committee headed by Ed Martin, of Columbus, Ga. Martin's committee, he added, will render its report to the TOA convention in Chicago in October.

TOA, Reade explained, is interested in stimulating production and while at this stage he did not see TOA adopting a similar plan as Allied's, he did not preclude the possibility that TOA may adopt one. Reade characterized the present product situation as "improving but still weak."

Refers to January Cancellation

Asked if TOA will cooperate in the projected 20th Century-Fox stereophonic and optical sound demonstrations, Reade said "I wouldn't know until I got all the details and got a reaction." The TOA president added this observation: "Why now, rather than so long ago when it was originally scheduled?" Reade referred to the tests which were called off last January.

Returning to the Allied plan, Reade was asked whether he would book the Makelim productions in his theatres. He replied that he would, if he liked the productions, adding that the Reade circuit, with minor exceptions, plays most everything that is made.

Memphis Bans Film; Suburb Will Play It

MEMPHIS, April 8.—"Violated," the most recent of several pictures to be banned in Memphis, will be shown at the Sunset Drive-in Theatre in nearby West Memphis. The film, which tells the story of a sex murder in New York City, was scheduled to be shown at the Palace Theatre.

Approve Md. Drive-in

BALTIMORE, April 8.—Plans for an open-air theatre along U. S. Route No. 40 have been approved by the Howard County Planning Commission. The plans were submitted by Max Goodman, Ellicott City theatre owner, who some months ago tried unsuccessfully to get the site re-zoned from residential to commercial use for a theatre.

'Jolson Story' in New Media

(Continued from page 1)

trailer is being issued with the production and Columbia's field exploitation staff has been instructed to treat the picture as a new release on the local level.

In its original review on Sept. 16, 1946, MOTION PICTURE DAILY said: "Columbia has a big-time show, produced and directed and performed in big-time style and fine color for large-scale grosses, in "The Jolson Story." It ranks formidably, and alongside, the best of the musicals out of Hollywood in any season.

"This is the somewhat fictionized story of Al Jolson, who surely will require no introduction. If he does, it ought to be sufficient to remind he is shown here as the young Jewish boy whose father was a cantor in a Washington synagogue; who became famous up and down the land as the almost perpetual singing star of New York's Winter Garden; who carried the Broadway musicals to the hinterlands; who did so much to alter the destinies of the film industry with his appearance in "The Jazz Singer." All of these elements are sounded and variously highlighted in a top-drawer film produced by Sidney Skolsky."

In the new version's optical track supplements a magnetic track and both are keyed to the film in such a manner so that they can be cut in automatically.

Peerless
hails
COLUMBIA PICTURES
for its outstanding record
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Carriers Will Handle 'Price of Liberty' Defense Film, Free

The Department of Defense short subject about women in the Armed Forces, "The Price of Liberty," will be delivered gratis to theatres, Charles Boasberg, chairman of the general sales managers' committee of the Motion Picture Association, announced.

All distributors are handling the physical distribution of the film, which was produced by Warner Pathe News under the auspices of COMPO.

The film delivery services that have agreed to handle the shipments without charge are: Earl Jameson's Shipping & Inspection Bureau, Denver; Benton Bros., Jacksonville; Earl Jameson's Exhibitor's Film Delivery, Kansas City; M. H. Brandon's Film Transit, Memphis; George Callahan's Exhibitor Service, Pittsburg; Highway Express and Baltimore-Washington Film Express, Washington.

7 State Legislatures Adjourn; 6 Convene

WASHINGTON, April 8.—Half of the 14 state legislatures scheduled to meet this year have now met and adjourned, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

The two most recently to adjourn were South Carolina and California. Bryson said the South Carolina legislature had voted to reduce the seat tax to almost nothing.

Six legislatures are now meeting, and one is still to convene.

Chromatic Cuts Price On Color TV Grids

OAKLAND, Calif., April 8.—Chromatic Television Laboratories, Inc., a Paramount Pictures affiliate, announeed a reduction in the cost to tube manufacturers of the grid component of the Lawrence color television tube effective April 15.

Allen Quits Lloyd Group

Robert S. Allen, writer and political commentator, has resigned as a member of the Decca stockholders protective committee. The committee, headed by George L. Lloyd, is currently in a proxy contest for control of Decca.

Loan to Bell & Howell

Bell & Howell Co. borrowed $1,500,000 on 3¾ per cent promissory notes which will be due Jan. 1, 1969, from the John Hancock Mutual Life Insurance Co., it is reported.

The money, it was understood, will be used to purchase the Three Dimension Co., from seven stockholders.

New Weinberg Post

Allied Artists announced the appointment of James Weinberg as resident attorney succeeding Barnett Shapiro who resigned. Weinberg spent two years with Allied Artists, and previously was a member of Universal-International's legal department.

Salomon Heads TV Unit

Henry Salomon, Jr., originator, writer and producer of "Victory at Sea," NBC-TV film series, has been signed by the National Broadcasting Co. as chief of its television documentary unit.

Review

"Lucky Me"

(Warner Bros.)

(CINEMASCOPE)

GOOD showmanship used in a formula of top musical comedy stars, CinemaScope and WarnerColor in a Miami setting, and 10 songs by the Academy Award winning team of Sammy Fain and Paul Webster, mark "Lucky Me" as an attraction for everyone. Doris Day, Robert Cummings, Phil Silvers, Eddie Foy, Jr., and Nancy Walker are starred in the Henry Blanke production.

Dispersed liberally through the picture, the Fain-Webster novelty tunes are responsible for most of the musical's brightness. Among the best of the ten are "Love You Dearly," "Superstition Song" and the theme, "Lucky Me."

Another highlight is the brisk dialogue between Silvers and Foy, his straight man. Silvers carries the comedy interest and comics to a burlesque finish, impersonating a Texas oil millionaire at a swank party.

The hungry troupe of Silvers, Foy and the Misses Day and Walker, are physically ejected from a Miami theatre after the manager can no longer stand their show. Silvers tries to fend off mass starvation by marching them into the swankiest eatery in town. After indicating to the management there is no money for the bill, they are impressed into scullery and other duties working out their debt.

Here the superstitious Miss Day runs into Cummings, a songwriter planning to produce his own show. The catch lies in Martha Hyer, wealthy daughter of oilman Bill Goodwin, who intends to persuade her father to back the show it Cummings returns her affections.

After a misunderstanding, Cummings and Miss Day get together, and the troupe is promised jobs in the show. To close the deal, they crash Goodwin's birthday party and Miss Day sings a song from the production. Goodwin, captivated by what he sees and hears, agrees to back the show, and the lovers make up.

Smoothly directed by Jack Donohue from a screen play by James O'Hanlon, Robert O'Brien and Irving Elinson, the film's lively vocal arrangements were done by Norman Luboff.

Running time, 100 minutes. General classification. Release, April 24.

FRANCIS BACKILMAN

35 Start in Italy; 25 More This Month

Thirty-five new features have gone into production in Italy since Jan. 1 with another 25 scheduled to go before the cameras by the end of this month, Italian Films Export reports.

Nineteen of the current crop are in color: 13 in Ferraniacolor and two each in Technicolor, Eastmancolor and Gevacolor. Subject-wise, the films are grouped as follows: 11 dramas, four light comedies, three musicals, three adventure stories and three historical spectacles.

Reade Drive-ins For Easter Services

For the fifth successive year, all Walter Reade Drive-in Theatres in New Jersey and New York will be the scene of Easter sunrise services.

Services in Trenton will be recorded for radio and played back that morning. At the Eatontown, N. J., Drive-in Theatre, the services will be filmed for television presentation later that day. Other cities included in the program are: Atlantic City, Woodbridge and Kingston, N. Y.

Ochs to Port Huron

CLEVELAND, April 8.—Herbert Ochs, who operates a chain of nine drive-ins in Canada and the States, and Mrs. Ochs have moved to Port Huron, Mich., where they are taking over the management of the Blue Water Drive-In. Circuit headquarters will continue to be maintained here with sons Jack and Jimmy in charge.

'Scope in Seattle

SEATTLE, April 8.—Evergreen Theatres has installed CinemaScope and stereophonic sound in its University district house. Unlike other such installations in Seattle, the Egyptian Theatre's screen is in front of the proscenium arch and is 45 by 20 feet.

Endicott Acquires Three Theatres

The Endicott Circuit here has contracted a long term lease for the 900-seat Valley Theatre, Spring Valley, through brokers Berk and Krumgold.

The lessors contemplate immediate rehabilitation of the house, including air conditioning and CinemaScope installations.

The brokers report they have also leased to the Endicott Circuit the Circle Theatre, Parkchester; and the Globe Theatre, the Bronx.

'Casanova' To Bow

"Casanova's Big Night," Paramount's Technicolor comedy, will open April 17 at the Victoria Theatre here.

Eight CinemaScopes Are Now Playing in Downtown Boston

BOSTON, April 8.—During Easter week there will be eight downtown theatres playing CinemaScope productions. This listing does not include neighborhood or area houses, also equipped for the wide screen process.

The Metropolitan will bring in "Lucky Me," Warner's; the Memorial has "Prince Valiant," 20th-Fox; the Paramount and Fenway Theatres have "Night People," 20th-Fox; the State and Orpheum Theatres have "Rose Marie," M-G-M; the Translux is playing "Knights of the Round Table" for its first CinemaScope production, while the E. M. Loew's Center Theatre is bringing back "The Robe," 20th-Fox for another run.

114-Foot Screen for Conn. Drive-in

HARTFORD, April 8.—What is believed to be America's largest drive-in theatre screen is planned for the $200,000, 950-car capacity Plainville, Conn., Drive-In, being erected by Perakos Theatre Associates.

Sperie Perakos, general manager of the Connecticut circuit, has disclosed that the screen will measure 114 feet wide and 58 feet high. The theatre, opening on April 14, is the first drive-in on the seven-unit Perakos circuit.

NFB Income Up

OTTAWA, April 8.—National Film Board of Canada reports an income of $3,995,383 for fiscal year 1952-53 as compared with $3,511,465 for preceding year. The 1952-53 income included $2,919,779 voted by Canadian Parliament, $730,883 in sales to Government departments and $344,721 from other sources.

Sells Chicago House

CHICAGO, April 8.—Charles Golan has given up the Deluxe Theatre here after operating it since 1930. The house was taken over by Van Nomikos and Duke Shumow, who are closing it for a month to install a wide screen and make general improvements.

Wisconsin Allied Meet

(*Continued from page* 1)

pointed out that the tax reduction is not going to solve all the problems of the exhibitor. "In 1946," he said, "more people went to the movies than in any other year. In 1953 the decline was four per cent, with a population increase of 12 per cent since 1946. Six thousand theatres closed."

Pointing out that television is now at the saturation point, Sindlinger said attendance should rise, and it should stimulate business. He urged theatres not to close so readily. "If you can stay in business until January you are going to be all right," he said.

Abram Myers Heard

Abram F. Myers, general counsel of Allied States Association, in talking about the tax reduction, stated "it's a great thing, if we can keep it." He told of the possibility of more local taxation and urged exhibitors to try and stop it. "This will be a local problem and you wont be able to look for outside help," he said. "Outlanders never do you any good in a state fight. It will be the regional exhibitors' organization job."

Myers attacked 20th Century-Fox and M-G-M for insisting upon the installation of stereophonic sound which, he said is beyond the reach, financially, of most small theatres. He told of Allied's plan for production in Hollywood. The quality picture can be made today, he said, without a big budget.

Simons Suggests Youth Groups

Mike Simons, M-G-M exhibitor relations head, suggested the organization of youth groups to be active in the theatre.

Edward Johnson, speaking at the morning forum, urged a changeover to large screens but suggested a "wait-and-see" policy on sound. Large towns, he said, are much in favor of CinemaScope. Regarding the expense of installation, however he stated that an adjustment should be made to permit amortization of the investment.

In the THEATRE Equipment World . . .

. . . with RAY GALLO

"MIRRA-SCOPE" is the name of a screen surfacing material of aluminum for "all-purpose" projection at drive-in theatres, marketed by First-American Products, Inc., Kansas City, Mo. The screen material is designed to provide equal distribution of light over a 90° viewing range. Parabolic curves are rolled into the surface, forming vertical fluting to control light distribution horizontally. The material is lightweight and easy to apply with the large panels joining to give a "seamless" effect. Exhibitors are being offered a demonstration of the surfacing.

•



"Jo-Lo Perfumatic" is an automatic perfume dispenser designed for wall installation in women's rest rooms and lounges of theatres. Made by Jo-Lo Perfumatic Dispenser, Inc., Jersey City, N. J., the vender is now in use at the Radio City Music Hall in New York and is scheduled for early installation in their theatres by the Stanley Warner and RKO circuits. The unit offers the patron a choice of four perfumes at 10c a spray. A coin is simply inserted in one of the four chutes and the appropriate plunger pushed. (See photo.)

•

The General Scientific Equipment Co., Philadelphia, has redesigned its automatic emergency lighting unit which provides instantaneous illumination when regular current fails. The unit is powered by a storage battery built into the portable set. It is equipped with a trickle charger to maintain the battery charge and a built-in hydrometer to indicate the state of the battery at a glance.

•

A small cardboard device containing a ready reference of information on how to treat various types of floors has been developed by Multi-Clean Products, Inc., St. Paul, Minn. The 4 by 6 inch "Florule" features a rotating dial, which, when pointed to the name of certain floor, immediately discloses through a slot in the dial the proper floor materials to use, coverage in square feet per gallon for each, drying times and method of application. On the reverse side of the Florule is a catalog description of the company's floor treating chemicals together with packaging information. It is available free through the company's distributors.

Reviews

"Them"

(Warner Brothers)

SUSPENSE-FILLED from beginning to end, "Them" promises to give a thrill to the entire family—from grandfather to junior. The chief attractions are "creatures" spawned in the New Mexico desert which threaten to overrun the earth, and the frenzied attempts of scientists and government officials to find and destroy their nest. In addition, interest is injected in scientific data on normal insects. It adds up to an exploitation "natural" which should account for excellent business for most houses.

A fantastic mutation caused by lingering radiation from the first atomic bomb detonated is the reason for the monsters' growth. James Whitmore and James Arness, as police and FBI officials, respectively, are aided in their search for their nest by scientists Edmund Gwenn and Joan Weldon, as his daughter.

The creatures are first sighted when the group investigates the scene where they first struck in the desert. There, Miss Weldon is attacked by a ten-foot monster but some sharpshooting by Arness saves her. After locating and destroying a nest, they discover that two surviving females have escaped and are ready to breed again.

The scene switches to Washington where the armed forces are called into the picture to track down the survivors. They are finally located in Los Angeles' storm drains. The police and U. S. Marines are assigned to burn them out. In a suspenseful search through the tunnels of the drains, Whitmore finds the nest, rescues two trapped boys and informs the marines. The conclusion is spectacular as marines, armed with flame throwers, open fire in unison and destroy the remaining animals grouped in a crater.

David Weisbart produced and Gordon Douglas directed from a script by Ted Sheedeman. Excellent effects and prop construction were provided by Ralph Ayres and Dick Smith, respectively.

Running time, 94 minutes. General classification. Release, June 19.

"Southwest Passage"

(Small-United Artists)

(3-D)

A BELIEVABLE story of the American Southwest desert land in pioneer days, plus competent acting by Rod Cameron, Joanne Dru and John Ireland, combine to make "Southwest Passage" an entertaining story in 3-D and Pathecolor.

A notorious bank robber, Ireland is one jump ahead of a posse after a robbery, when he joins Cameron's caravan disguised as a doctor. Cameron attempts to lead the camel caravan across the American desert to chart a shorter trail to California and prove the practicability of camels in the West.

Miss Dru, Ireland's sweetheart, joins the caravan soon after eluding the same posse hunting Ireland. The bulk of the film then evolves with the gruelling trek through the desert as a backdrop. Ireland is soon found out by John Dehner, an unscrupulous mule-skinner after the stolen bank gold.

Up to this point, Apaches have shied away from the wagon train because of apprehensions about the camels. But, when one of the beasts dies and is buried, they learn of it and lose their fears. Ireland returns to the caravan after having been expelled as a fraud by Cameron, and leads them to a water hole. There they are ambushed by the Indians. The Apaches are driven off by Ireland's strategy. He redeems himself in Cameron's esteem. Ireland turns his loot over to Cameron for shipment back to the bank, and the caravan again heads for California.

"Southwest Passage" was directed by Ray Nazarro. The screenplay was by Harry Essex and Geoffrey Homes.

Running time, 82 minutes. General classification. For release in April.

"Massacre Canyon"

(Columbia)

A STANDARD Western with a couple of not too standard characterizations by Phil Carey, as a young but rum-loving West Pointer trying to forget a love affair, and Douglas Kennedy, a bitter but loyal sergeant in search of a commission, "Massacre Canyon" is pleasantly concise.

Female attractions are Audrey Totter, a hardboiled and philosophical actress from the East in search of a husband; Jeff Donnell, her sidekick, and Charlita, an Indian miss who nearly succeeds in wrecking Army plans.

The Army assigns Kennedy and two subordinates disguised as civilian traders to drive an unescorted wagon train. All goes well until they come upon a way station where Misses Totter and Donnell are marooned and where the latter recognizes one of the soldiers as her long lost fiance. This reveals information about a gun shipment to the Indian girl who alerts a band of renegade Apaches. Carey, who has also been at the station soaking himself in rum, joins the soldiers against his will.

In the course of the skirmish that follows, Carey becomes a man again, finds affection in the glances of Miss Totter, and the stalwart Kennedy, for his heroism, seems destined to get the commission he has always wanted.

Wallace MacDonald produced and Fred F. Sears directed the brisk and to-the-point story and screenplay by David Lang.

Running time, 66 minutes. General classification. Release, April 7.

'Witness' April 15

"Witness to Murder" will have its world premiere at the Holiday Theatre here on April 15.

Tenn. House Closes

NEWPORT, Tenn., April 8.—The Park Theatre here, of Newport Amusement Co., has closed its doors.

Ticket Price Scales Held in Cleveland And Philadelphia

Theatres in Philadelphia and Cleveland, two cities with local amusement taxes, retained the price line, to a large measure, according to reports from MOTION PICTURE DAILY field correspondents.

In Philadelphia, meanwhile, the City Council's finance committee is considering an amendment to the local amusement tax ordinance. Under the change, the tax, instead of applying to each 10 cent admission or fraction thereof, it would apply to each 10 cent or major fraction thereof of six cents or more.

Amendment Seen Helpful

At the Philadelphia committee hearing, representatives of the industry said the amendment would be helpful but urged other concessions to simplify bookkeeping and accounting procedures. Several industry witnesses asked for outright appeal of the city tax.

The Philadelphia price pattern, if it so can be called, seems to be passing on to the customer the savings in admissions below 50 cents, sharing the Federal tax savings on admissions of from 50 to 60 cents and keeping the reduction on admissions over 60 cents.

In Cleveland, with the exception of cutting the 55 cents admissions to 50 cents and 85 cents to 84 cents for convenience, most theatres in that area have retained the full tax reduction. Old admission scales have been retained without any complaints. Cleveland exhibitors feel that the public is no longer price-scale conscious due to the lack of price uniformity, with the price on many pictures over the past year being boosted.

City Tax Is Added

In the city of Cleveland, the three per cent city tax is added to the established scale to maintain the old admission scales. In towns where no city tax prevails, most theatres have retained the tax saving.

Report 311 New 'Scope Theatres

Three hundred and eleven additional theatres have ordered or have installed CinemaScope equipment, including stereophonic sound units, in a ten-day period, it was disclosed here this week, by 20th Century-Fox.

Al Lichtman, distribution director, now on the Coast, relayed the information through the home office here. Lichtman said the rate of installations in the 10-day period, which ended last Saturday, reached a new high. He added that the new installations pushed the total of CinemaScope equipped theatres in the U. S. up to 3,234.

Drive-ins Using Medium

Meanwhile, reports were received at 20th-Fox that 11 drive-in theatres in the Southern exchange area and one in the West planned to install CinemaScope equipment, including stereophonic sound. The next reported drive-in CinemaScope opening was reported to be the Sky-View Drive-in, Augusta, Ga., which plans to begin showing "The Robe" on April 22 on its new 120-foot wide screen.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 69 NEW YORK, U. S. A., MONDAY, APRIL 12, 1954 TEN CENTS

Attorneys

See No Legal Bar to Allied Film Project

Blind Buys, Franchises, No Cancellation Are O.K.

Distribution attorneys commenting on the Allied States agreement to provide 2,500 playdates for 12 features to be released at monthly intervals by Hal R. Makelim Productions, pointed out that if the same arrangement were made with a major distributor the independent exhibitor customers would have the privilege of a 20 per cent cancellation.

If the Makelim contracts are consummated with individual exhibitors at the series of regional meetings to be held in exchange cities starting early next month, the Allied members will be engaging in blind buying and block booking, two trade practices they fought to outlaw over an extended period of years.

In the government anti-trust suit against the industry, the court ruled that companies subject to the final decree—all of the major companies—

(*Continued on page* 5)

Power and Richmond In Multiple-Picture Deal with Columbia

HOLLYWOOD, April 11.—COPA Productions, independent company formed by Tyrone Power and Ted Richmond, on Friday signed a multiple-picture producing and releasing deal with Columbia Pictures, the studio has disclosed. "Lorenzo the Magnificent" will be the first feature. It will be filmed in Italy with color in Technicolor and with Power starred.

Johnston Set for 'Easier Tax' Bid

WASHINGTON, April 11.—Motion Picture Association president Eric A. Johnston will ask the Senate Finance Committee today to give film export companies the easier tax treatment accorded by the House-passed technical tax bill to many other firms doing business overseas.

William H. Roberts, secretary of MPAA's foreign tax committee had originally been listed as the MPAA witness, but it now has been decided to have Johnston himself make the pitch.

RKO FINANCIAL, OTHER REPORTS TO END AS HUGHES TAKES OVER

Among the corporate obligations of which RKO Radio Pictures will be relieved when sole ownership passes to Howard Hughes are the following:

The preparation of annual and interim financial reports:

¶ Submission of annual reports to stockholders;

¶ The filing of corporate documents with the Securities & Exchange Commission, including employment contracts with executives, salary reports, stock ownership reports of officers and directors and securities reports of all kinds;

¶ The holding of public annual or special meetings, and

¶ The answering of stockholders' questions and complaints.

The company's last public report presumably will be that of RKO Pictures Corp. for the year 1953. Its last annual meeting of stockholders in public has been held.

Tenders of the outstanding stock in accordance with Hughes' offer of $6 per share are scheduled to be completed by May 17.

However, new evidence of possible complications was provided again on Friday on the New York Stock Exchange where, in trading of large blocks, aggregating 10,860 shares for the day, the issue closed at the premium price of $6.12½. It was the third time in recent trading that buyers have paid the premium price for the stock indicating, financial sources agreed, that the unknown buyers must have a definite objective in view.

ANSWERS TO TAX QUESTIONS

Allied Independent Theatre Owners of Indiana has prepared a series of answers to questions that may be asked of exhibitors who have not lowered their admission prices as a result of the adjusted ticket tax. The information below may be helpful to those exhibitors who are faced with questions by their patrons.

Q. The Federal admission tax has been reduced so why does my ticket to the theatre still cost the same?

A. Because of the greatly increased operating expenses and because of the very big equipment investments now required by the new projection methods, most theatres must have this added income to stay in business. Because of the 20 per cent sales tax on movie tickets 6,000 theatres in the United States have been forced to close and another 6,000 have just been hanging on waiting for the tax to be reduced. (The ..... theatre is now installing VistaVision, CinemaScope, Perspectasound, new seats, new projection equipment, or what ever you may have to talk about).

Q. Why is it that electrical appliances (or jewelry, or cosmetics, etc.) have been cut since the tax re-

(*Continued on page* 5)

Wis. Allied in Blast Against Film Terms

MILWAUKEE, April 11.—Allied Theatre Owners of Wisconsin closed its annual convention here with a blast at distributors for current film terms. In a resolution, the unit condemned the companies "for the exorbitant percentage film terms being asked of

(*Continued on page* 5)

'Draft Brewer' Move Extended to TV Field

HOLLYWOOD, April 11.—The Southern California committee to draft Roy M. Brewer for the presidency of the IATSE on Friday disclosed that the campaign has extended into the television field, with Television Broadcasting Studio Employees

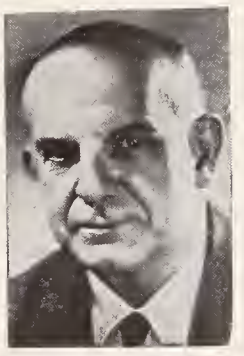
(*Continued on page* 5)

Yates Reports

Republic Set For Expansion In TV Field

Spends $1.5-Million on Equipment; Plans Color

Republic's expansion in the television field was highlighted by Herbert J. Yates, Republic president, at the annual meeting of the company's stockholders, held here on Friday.



Herbert Yates

He reported that Republic has spent $1,500,000 for television equipment, planning to furnish shows to home television as well as to theatres. Republic, he continued, is the "only" film company "to go into television" and is preparing its Tru-Color process for

(*Continued on page* 4)

Compo Ad Stresses Theatres' Role in Local Economy

Council of Motion Picture Organizations' seventh ad in the "Editor & Publisher" series, published Saturday, emphasizes the local importance of the motion picture industry.

Headed "Here's the Local Angle," the advertisement emphasizes that most of the money spent by theatres is expended locally and that through employment of local residents and in other ways the theatre is an important factor in the economy of every community.

"In 1953," the advertisement says,

(*Continued on page* 4)

Columbia to Release Howard Welsch Film

Columbia Pictures has acquired Howard Welsch's "A Bullet Is Waiting" for distribution. Camera work on the production was completed recently and the picture is slated for late summer or early fall release.

The Welsch deal is said to be the forerunner of a series of pictures to be made by the independent producer for Columbia release.

Personal Mention

ADOLPH ZUKOR, Paramount board chairman, returned to New York from the Coast over the weekend and will meet the press today to report on his observations.

•

LEO SAMUELS, Walt Disney Productions worldwide sales supervisior, and CHARLES LEVY, Eastern director of publicity, returned to New York from Toronto at the weekend.

•

HERMAN RIFKIN, Allied Artists vice-president and owner of the Boston and New Haven franchises, has returned to Boston from Hollywood.

•

LYNN FARNOL and associates celebrated at the weekend the fourth anniversary of the founding of their public relations agency.

•

HARRY FELLERMAN, head of the Universal Pictures special film department, will leave here today for Cleveland.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, and AL LICHTMAN, director of distribution, returned here from the Coast over the weekend.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, has returned to New York from Kansas City.

•

A. A. WARD, executive vice-president of Altec Lansing Corp., has arrived in New York from Beverly Hills.

•

RICHARD W. ALTSCHULER, president of Republic Pictures International, has arrived in New York from Europe.

•

DAN S. TERRELL, M-G-M publicity manager, will return here today from the Coast.

•

MIKE SIMONS, M-G-M exhibitor relations head, returned to New York at the weekend from Milwaukee.

•

JACK PALANCE arrived here yesterday from London via B.O.A.C. Monarch.

•

HARRY BROWNING, home office executive of New England Theatres, has returned to Boston from Hartford.

•

HAROLD HECHT, of the Hecht-Lancaster organization, will arrive here today from Hollywood.

•

RAY HEINDORF, Warner Brothers music head, has returned to the studios from New York.

•

BERNARD M. KAMBER, vice-president of Ivan Tors Productions, has left New York for Hollywood.

•

ARNOLD ALBERT, producer, is the father of a boy born to MRS. ALBERT in Hollywood last week.

•

CHARLTON HESTON has arrived here from Indianapolis.

3-D Print Shortage In Minneapolis Area

MINNEAPOLIS, April 11.—Minneapolis film exchange officials last week answered complaints by North Central film area exhibitors in subsequent run slots, that they cannot obtain 3-D prints for exhibition although they have the proper equipment.

There just aren't any prints available after first run under present distribution practices, they said. Under the old double-print system of 3-D projection which may be replaced by Pola-Lite's single strip system—the double prints have been split up shortly after the first runs. Each print was then used to service a theatre using conventional projection.

Rematching Called Unsatisfactory

"Once the prints have been separated," one branch manager said, "it is impossible to rematch them for 3-D projection. Where it has been attempted, results have been poor.

"Where we tried it, we received complaints from the exhibitors and we have made a firm rule against it in the future. If we have a firm commitment for 3-D in advance of widespread bookings, we have kept 3-D print available."

MGM Holding Field Men Sessions Here

First of a series of six meetings between Amery Austin, M-G-M exploitation head and his 29 field men, will begin today at the Astor Hotel here, with the following in attendance: Arthur Canton, eastern divisional head with headquarters in New York; Chester Friedman, with headquarters in Toronto; Charles Fellerman, New York; Steve Pirozzi, Buffalo; Ed Gallner, Philadelphia, and Floyd Fitzsimmons, Boston.

Plans for re-releasing "Gone With The Wind" in its original length will highlight the session. Other pictures to be discussed are "The Student Prince" and "Brigadoon," scheduled for summer and fall release.

CinemaScope Set for Seville and Finland

Twentieth Century-Fox in the latter part of this month will conduct theatre showings of CinemaScope in Seville, Spain, and Tammerfus, Finland. Prominent theatremen and representatives of the press will attend the special preview showings, to be followed shortly thereafter by openings of "The Robe."

The Biblical spectacle will also have gala openings in Rio de Janeiro and Oslo, Norway, during the coming weeks.

Drive-in to Open

HARTFORD, April 11.—The 750-car capacity, $150,000 Mansfield (Conn.) Drive-In Theatre, initial outdoor venture of Morris Keppner-Lou Lipman interests, is slated for a Wednesday night opening. It is situated 25 miles east of Hartford.

New Film Board Bldg. for Canada

OTTAWA, April 11. — Canadian government announces the award of a contract to George Hardy, Ltd., Toronto, for the construction of new National Film Board Building at Ville St. Laurent, Que., costing $5,230,760.

Minnesota-Twin City Trial in Third Week

ST. PAUL, April 11. — Approximately $180,000 in damages is being asked by the Minnesota Amusement Co. in a counter-claim against the Twin City Theatre Co. in a trial now entering its third week.

Twin City theatres, plaintiff in the action which was brought to recover $75,000 paid to MACO for the purchase of the Strand and Tower Theatres in the St. Paul circuit, rested its case last Tuesday. It reserved the right to present testimony later bearing upon any accounting issues brought in by the defense.

After a day of motions, the defense was to begin its case, pushing its counter-claim for approximately $180,000. This sum represents the unpaid balance on purchase notes plus the amounts paid in rentals by MACO to Pfeiffer properties after Twin City closed the houses, returning them to MACO.

Mandt Torrison, counsel for Minnesota Amusement, said he did not know how long it would take the defense to present its case.

Bi-Lingual Bow for 'Carnival' in Munich

What is believed to be the world's first bi-lingual premiere of an American film will be held in Munich, Germany, on Sept. 15, when RKO Radio will show King Brothers' "Carnival Story" in two theatres across the street from one another, one production in English, the other in German.

"Carnival Story" was made in both English and German, using separate casts.

The world premiere of "Carnival Story," which was made for wide screen projection, with print by Technicolor, is scheduled at the Criterion here with simultaneous openings at the Woods, Chicago, and the Mastbaum, Philadelphia.

Golden Asst. V-P Of Bankers Trust

Herbert L. Golden, a member of the Amusement Industries Group of Bankers Trust Co. since 1952, has been elected an assistant vice president of the bank, S. Sloan Colt, president, announced over the week end.

Golden, who is at the Rockefeller Center office of the bank, handles all matters pertaining to the amusement world, particularly the motion picture and television business. Golden was formerly film editor of "Variety."

Chromatic Forecasts $100 24" Color Tube By Mass Production

Pilot plant production at Chromatic Laboratories, a Paramount Pictures subsidiary, indicates that it should be possible to mass produce 24-inch Lawrence color television tubes at a cost of less than $100 each.

Certain characteristics inherent in the single-gun Chromatron, as the Lawrence color TV tube is known, indicate that costs of receivers may be kept down through mass production.

Feels Problem Is Solved

Spokesman throughout the television industry have pointed out, it was learned, that the main deterrent to wide-scale use of color television has been the cost and development of a practical TV tube. Chromatic believes that a solution to this problem has been found in the Chromatron and that its general adoption by the industry would bring color television into homes quickly and at a relatively moderate cost.

A factor that led Chromatic to state that the 24-inch Lawrence color tube could be mass produced at less than $100 each was the reduction in the cost of the grid component of the tube itself. This estimate is based on the relative simplicity of manufacture.

Prices, however, can vary with production techniques and individual manufacturer's problems, officials say.

'Commandments' Dates Seen at 30,000

SANTA BARBARA, April 11.—Cecille B. DeMille expects 30,000 bookings throughout the world for his forthcoming production, "The Ten Commandments." Dr. Charles R. Daily of Paramount's engineering staff said VistaVision will make possible the wide distribution.

"VistaVision is the first major step to improve sharpness and detail of pictures on large screens," Daily explained. "It can be exhibited in any theatre in the world without requiring special equipment."

"VistaVision has made obsolete all Paramount cameras and lenses," Daily added. "It requires new engineering designs for cameras, blimps finders and the like, marking the first complete replacement of studio shooting equipment in 30 years."

RKO and FPC Sign For 4 Disney Films

RKO Radio has completed an agreement with the Famous Players Canadian circuit whereby four Walt Disney productions will play all the houses of FPC from coast to coast. The deal was signed at the weekend by Charles Boasberg, RKO general sales manager.

The pictures are "The Living Desert," Academy-award-winning feature-length True-Life Adventure; "Ben and Me," two-reel cartoon short; "Pinocchio," all-cartoon feature-length film, and "Toot, Whistle, Plunk and Boom," Academy-award-winning short, the first cartoon in CinemaScope.

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NOW THE ENTIRE INDUSTRY WILL EXPERIENCE

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The New, Important Development in Sound That has been Adopted by M-G-M, PARAMOUNT and WARNER BROS.

WHAT IS PERSPECTA STEREOPHONIC SOUND?

1—PERSPECTA STEREOPHONIC SOUND is simple and practical. It delivers "directional sound" from a single optical track printed exactly the way sound tracks have always been printed.

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For the Industry and the Press

THURSDAY, APRIL 15th from 10 to 11 A.M.
LOEW'S STATE—45th Street & Broadway

NO TICKETS REQUIRED

Schlaifer Opposes Standardization Of Processes Now

Exhibitors who have been asking for new and fresh ideas in motion pictures should not, at the same time, be asking for standardization of new film procceses, Charles Schlaifer, former director of advertising, publicity and exploitation for 20th Century-Fox and now head of his own public relations firm declared at the weekend.

"The progress of the industry in development of new techniques should be applauded instead of criticized," Schlaifer stated.

Urges Research Institute

Schlaifer, an industry veteran who once was the permanent chairman of the first Motion Picture Association of America public relations committee, said that "a drive should be spearheaded to set up a research institute of motion pictures so that new ideas and techniques could be developed." Hitting at those who are critical of new media, Schlaifer charged that "people who have been speaking out against the new developments have not contributed toward industry progress."

"The public is confused, as all they hear is bad tidings instead of the good," Schlaifer said. "Standardization at this time will not help motion pictures," he stated.

Lauds Production Code

Paying tribute to the Production Code, Schlaifer said that "too many people have used attacks on the Code as a method of self-seeking publicity. The Code has been an instrument of good, for the industry would have nothing but difficulties without it."

Schlaifer concluded by saying that people should stop finding faults with the motion picture industry. "The progress that the industry has made should be highly praised," he declared.

Leases Fla. Drive-in

ATLANTA, April 11.—Floyd Theatres of Florida has leased the Boulevard-Drive-In at Deland, Fla., from Glenn Lane. Ernie Reid, former manager of the circuit's house in Wauchula, will manage the newly acquired property.



Yates Tells of Republic's TV Planning

(*Continued from page* 1)

eventual use in the broadcasting of color television.

Other highlights of the meeting were:

Bruce Newbery, sales manager, withdrew his candidacy as a director following the objections of stockholders that he did not own any stock in the company. Bernard H. Smith, Jr., owner of 100,000 shares, was nominated by management in his stead, and, along with four other management nominees, was overwhelmingly elected to the board.

Will Increase Holdings

Yates, underscoring his confidence in Republic, told the meeting that he is placing an order to increase his common stock holdings, ordering the purchase of 50,000 shares at a price up to $3 per share. The current stock market quotation is about $3.25 per share.

A forecast was made by Yates that foreign business of the company will double this year.

Yates estimated that the resale to television rights of old Roy Rogers and Gene Autry pictures is worth from $3,000,000 to $4,000,000. The rights, he explained, are now the subject of litigation, with May 20 as the date set for opening of arguments in the Rogers suit on the Coast. "We can expect a decision in 60 days," he added.

Yates expressed the hope that "in the not too distant future," Republic will be in a position to declare a dividend.

Yates Backs Objection

The meeting started, with one stockholder objecting to the nomination of Newbery, citing his lack of stock ownership. Yates, following conferences with advisors, said he supported the objection, stating his belief that every director should own stock in the company. To the approval of stockholders present, Yates offered Smith's name instead. The Republic president added that any other director who doesn't now own stock will have some in the future, if "I have to give it to them," he added.

Asked by one shareholder to comment on rumors that he has been offered $12 per share for his holdings in the company, Yates ruled the question out of order, adding "I don't know how the rumor got out."

Questioned as to the value of Vera Ralston as an actress in Republic pictures, Yates replied that her pictures have always made money for the company. Stockholder questions also brought out that deferred payments of $100,000 on Yates' salary can continue to be deferred until the end of 1955 and that the company owes Yates $1,055,000 on a personal loan by him.

'Blessing in Disguise'

Yates, countering expressions of gloom by some stockholders, said that the box-office dip in the past few years has "been a blessing in disguise," forcing the accent on the need for better pictures, the requirement to cut overhead costs and the opening up for Republic of the TV market. Yates related that he has been in the business for 45 years, seeing many ups and downs, from which the industry always recovered.

Quotes Tax and Union Figures

The Republic president, answering criticism on the company's neglect in reducing its funded debt, said that Republic is still a young company and in order to meet competition, it had to expand its business all over the world. Over a three-year period, he went on, hitting at taxes and union demands, the company paid $5,174,000 in taxes and union welfare funds.

Bernard H. Smith, the father of the newly elected director, pledged that his son would take up the funded debt problem with the board. In response to another question, the book value of the stock was put at $1.25.

In addition to Smith, the following were elected to the board to serve three-year terms: Yates, Richard W. Altschuler, Albert W. Lind, and Franklin A. McCarthy.

Officers Elected

Subsequently, at a meeting of the board of directors, the following officers were elected: Herbert J. Yates, president; Walter L. Titus, Jr., Richard W. Altschuler, John J. O'Connell, and Arthur J. Miller, vice-presidents; John Petrauskas, Jr., treasurer; Joseph E. McMahon, secretary; Richard S. Rodgers and Harold Lange, assistant treasurers; Albert E. Schiller and Ira M. Johnson, assistant secretaries; and H. J. Glick and Gordon T. Kay, assistant secertary-treasurers.

Richard W. Altschuler was added to the Executive Committee, which includes Herbert J. Yates, Arthur J. Miller, John Petrauskas, Jr., and Douglas T. Yates.

Yates Cites 'Risks' In Film Business

The motion picture business is a "very risky" one, according to Herbert J. Yates, Republic Pictures president.

Yates told the annual meeting of stockholders here on Friday that of all the pictures made, 50 per cent lose money, 20 per cent break even, 20 per cent make a little profit, while 10 per cent are profitable.

Cochran to Produce CinemaScope Short

A two-reel short entitled "Location Arkansas," to be made in CinemaScope and Eastman Color, will be the first film produced by Robert Alexander Productions, Steve Cochran, president, announced. Shooting will get under way in May.

The company will begin production of a full-length feature film immediately after the short is completed, Cochran reported.

Apr. 15 Debut for 1st Neb. 'Scope Drive-in

OMAHA, April 11.—The first completely equipped drive-in for CinemaScope in Nebraska will premiere April 15, with 20th Century-Fox "Beneath the 12-Mile Reef," it was disclosed at the weekend by J. Robert Hoff, operator of the 750-car Airport Drive-In here.

The Omaha debut marks the first complete drive-in installation of CinemaScope equipment by the Ballantyne Co. of which Hoff is general sales manager, and marks the entrance of the company into the increasing number of equipment organizations introducing stereophonic sound to the outdoor theatre market.

See Canada Tax Cut Helping Concessions

OTTAWA, April 11.—Canadian Government's action in reducing the excise tax from 15 per cent to 10 per cent on soft drinks and candy as well as eliminating all excise taxes from vending machines is expected to increase sharply such sales in theatres if manufacturers pass on this benefit to consumers.

Rising cost of production of soft drink and candy manufacturers has threatened to boost such retail prices so that, in any case, this cut in excise tax will definitely not bring any such increases and may even lower prices gradually.

Commerce Dept. Film Post to Woodbury

WASHINGTON, April 11.—Richard G. Woodbury, an executive of the American Optical Co., has been appointed deputy director of the Scientific, Motion Picture and Photographic Products Division of the Commerce Department's Business and Defense Services Administration.

This is the division headed by Nathan D. Golden. The deputy director's post is being filled by a succession of industry executives loaned by their companies for a brief period.

Compo Ad

(*Continued from page* 1)

"expenses of all theatres in the United States were $1,172,579,000, of which 51.6 per cent, or $605,400,000, represented outlays in local communities."

The ad broke down this figure as follows: $160,400,000 for local staff payrolls with more than 122,500 people employed; $216,800,000 for rent and /or real estate taxes; $103,200,000 for service and utility expenses, $72,300,000 for advertising and promotion; $29,500,000 for local admission taxes; $23,200,000 for licenses and other taxes, excluding Federal admission tax.

"A healthy movie business is good for the economic health of any town," is the ad's conclusion.

Seven-Year Contract To Marilyn Monroe

HOLLYWOOD, April 11.—Marilyn Monroe has signed a new long term contract with 20th Century-Fox, it was disclosed on Friday by Darryl F. Zanuck, vice-president in charge of production. The term of the contract is for seven years. The first picture will be Irving Berlin's "There's No Business Like Show Business."

Query—Reply

(*Continued from page* 1)

duction, but movie tickets are still the same?

A. When Congress passed the Excise Tax Bill they considered movie theatres in a special class. As a matter of fact, last summer the U. S. Senate and the House of Representatives overwhelmingly passed a bill eliminating all tax on movie tickets and the motion picture people had told Congress that only a few theatres would be able to pass the savings on to their customers. The Congressmen thanked us for being so honest about it. However, the President asked the movie people to wait until the first of the year when other excise taxes could be considered at the same time. Because the President promised help at this time, thousands of theatres have just held on in business until now.

Q. Maybe a lot of other busineses needed to keep this reduction for themselves just as much as your theatres?

A. I am not too familiar with other businesses, but I do know that the U. S. Treasury Department studied the facts very carefully and the Secretary of the Treasury appeared before Congressional Committees and said that he believed that the movie business was one of two that need this relief now. Besides, other merchants generally have a variety of items to sell so that if their business on one is hurt by an excise tax they still have other things to sell. The Theatre has "all of its eggs in one basket," so to speak. They sell only entertainment and don't have any non-taxed items to fall back on. Also, during the last eight years theatres have raised their prices only about one-third as much as all other commodities.

Q. If things are so tough, why haven't you raised your prices before now?

A. Movies are not just a luxury for a few people. They are the greatest source of recreation for 45 million people every week. Because it is not just the wealthy that patronize theatres, each community puts a natural ceiling on what it will pay for a ticket. When the exhibitor goes higher than that, then some people stop coming to the theatre. The theatre man has needed and wanted to raise his prices to meet mounting expenses, but Uncle Sam took up that amount they could increase by putting the 20 per cent tax on each admission. After that the exhibitor could not go still higher without keeping some of his good customers away. That is why movie tickets have increased only an average of 11 per cent the last 8 years while all other commodities have increased 36 per cent during the same period.

Q. Nuts!

A. We want to do everything we can to let the patrons of the theatre know the real facts about admission taxes. I would appreciate it if you would talk with the manager so that he can explain why we could not adjust our prices to give back all of the tax reduction.

'Lucky' Strong in Fla.

PALM BEACH, April 11.—Warner Brothers' CinemaScope musical, "Lucky Me," starring Doris Day, Robert Cummings and Phil Silvers, is reported to have grossed $4,982 in its first three days at the Paramount Theatre here.

Review

"The Lovers of Toledo"

(Lux-Gaston Hakim)

"LOVERS OF TOLEDO" is disappointing despite the presence of Alida Valli and Pedro Armendariz. Both have appeared to better advantage and fail to equal past performances in this. Claude Vermorel's screen play and dialogue based on Stendhal's "The Ghost and the Chest" is at best a fair lure for "art" stands. The setting is Toledo, ancient capital of Seville, the actors are French and Italian, and dialogue is dubbed in English.

The story line follows the ill-fated love of Miss Valli and Gerard Landry portraying the author. Armendariz is Toledo's brutal chief of police at the time, and does his best to make Miss Valli forget her love. After several prison sentences, Landry escapes in the film's best sequence, when the prison is set fire by Armendariz. But Landry is too late because Miss Valli has been forced to marry Armendariz to save her lover's life. Landry persuades Miss Valli to run away with him, though, after his prison escape.

A death ride by all three players climaxes the film. After learning of a rendezvous between his wife and Landry, Armendariz kills Miss Valli and sets a trap for her lover. Landry finds her in a carriage with the dagger in her heart and realizes that her husband is the coachman. Armendariz whips up the horses and the two lock in a death struggle at full gallop as the picture concludes.

"The Lovers of Toledo" was directed by Henri Decoin and produced by Raymond Eger and Lux Films with music by J. J. Gruenwald. Running time, 75 minutes. Adult classification. Release, in April. H. F. B.

Wis. Allied

(*Continued from page* 1)

the independent exhibitors in the state of Wisconsin."

The Allied unit also urged that the industry, through the facilities of the Council of Motion Picture Organizations, retain the services of Sindlinger & Co. on a permanent basis for the purpose of continuing its scientific research for the information and benefit of the industry.

Ben Marcus, president of national Allied, was presented with a plaque at the annual banquet, commending him for his service to the state's independent exhibitors.

RKO Asks Dismissal Of Stockholder Suit

HOLLYWOOD, April 11.—RKO Pictures Corp. counsel on Friday filed a motion for dismissal of a derivative suit brought by stockholder Milton Friedman on April 6, 1953, against the corporation, Howard Hughes and Ned E. Depinet on the grounds that the defendants had profited heavily from dealing in the stock of the company during 1952.

Counsel based the motion on the April 1st dismissal of the similar Castleman suit.

1st Anniversary for M.P. Credit Group

The Motion Picture Credit Group of the National Association of Credit Men will observe its first annual meeting at the Hotel Victoria here on April 20.

The group, chartered on April 1, 1953, with 18 members, now numbers 29 motion picture processors, equippers, suppliers and service and financial organizations in the metropolitan New York and Washington.

The group, presently formulating a standardized credit-application form for the industry, holds monthly meetings in an exchange of ledger information on mutual customers and plans a monthly speaker or "shop-talk" session on vital topics such as the city sales tax situation, fire insurance, credit department procedures and other topics of mutual and vital interest.

'Draft Brewer'

(*Continued from page* 1)

Local 815 passing a resolution favoring Brewer and donating $500 to further the campaign. Studio Cinetechnicians Local 789 had been the first IATSE group in Hollywood to declare for Brewer.

The latter, who has not declared himself willing or unwilling to accept the candidacy, has authorized spokesmen to issue a challenge to the incumbent IATSE president, Richard F. Walsh, to debate the union issues before any union audience which the latter may choose.

Film Originally for TV

"The 51st Dragon," a 10-minute short seen at the Fifth Avenue Cinema in New York, was originally produced by United Productions of America for television's Omnibus, a UPA spokesman said.

The film appeared on Omnibus last year, he said, and is available to theatres throughout the country.

'Falcon' Films for NBC

Federal Telefilms, Inc., will produce in Hollywood a series of 39 one-half hour "Falcon" films for the National Broadcasting Company's film division. The motion pictures, which will be produced by Harry Joe Brown, will be marketed on a national scale.

Italy Exhibitor Unit In Protest Against Gov't Regulations

ROME, April 11.—Italian exhibitors have asked for the abolition of the compulsory projection of the native production and made known their opposition to any increase of the dubbing fee or other taxes on foreign pictures in a formal note sent to the Government by ANEC, the Association of Exhibitors.

ANEC maintained that "the present regulation which obliges all exhibitors to reserve 20 given days to native films quarterly is deprived of any meaning, since Italian production shares more than one-third of the global gross receipts."

Cites Other Nations' Experience

"Further burdens on the import of foreign films, either increasing the so-called dubbing fee or imposing other restrictions, must be avoided in order not to spoil the market for native production," stated the note of the ANEC, which recalled the negative experiences of other countries in this matter.

ANEC asked also for a special financial fund to be used for granting credits to the smaller film houses for the readjustment of the theatres, also with respect to the new screen techniques.

Tie with Chi. 'Trib' To Promote 'Heidi'

CHICAGO, April 11.—"Heidi," scheduled to open at the World Playhouse here on Saturday, will be sparked by a big contest promotion starting tomorrow in the "Chicago Tribune."

The contest, conceived by United Artists Midwest director of publicity Wally Heim, will feature line-drawings of scenes from "Heidi" in the "Trib" every day, with prizes going to the children under 13 who submit the best crayon-color duplicates of the scenes.

Prizes in the contest, which will last two weeks, are two all-expense trips to Switzerland, with provision for paying expenses of an adult member of the family to accompany each child; 30 MIDO Swiss-made watches, and 141 daily prizes, including a choice of a "Heidi" doll or mountain horn, Eagle prisma-color pencil sets, sets of books, and free passes to the World Playhouse during the engagement of "Heidi."

Allied's Film Project

(*Continued from page* 1)

would have to offer a 20 per cent cancellation if they sold features in groups. The provision does not apply to non-decree companies and, hence, Makelim is not required to include a cancellation privilege as a part of his contracts.

Some exhibitors insist that cancellations would be unlikely in any event, since the whole idea of the Allied-Makelim tie-up is to increase the amount of available product to the nation's theatres.

The deals also would be in the nature of franchises, distribution attorneys said. Franchises were held to be illegal by the U. S. District Court in the industry case but the ruling was reversed by the U. S. Supreme Court.

There is, however, attorneys said, nothing to prevent an independent exhibitor unable to buy the Makelim product in a competing situation from instituting an action against his competitor and the producer-distributor on the grounds that he had been illegally discriminated against in being deprived of the Makelim pictures.

Such a case, if brought to trial, would be watched with interest by large distributors who have been hailed into court often by independent exhibitors on similar charges.

UA WELCOMES HOME STANLEY KRAMER

The producer and the company which gave you such boxoffice giants as

CHAMPION, HOME OF THE BRAVE *and* **HIGH NOON**

have once more joined forces!

WITH HIS FIRST PRODUCTION
SINCE COMPLETING
"THE CAINE MUTINY"

"NOT AS A STRANGER"



The property that re-united this team is destined to take its place among the all-time industry greats! So tremendous has been its popular appeal that it has set the unprecedented record of skyrocketing to the No. 1 spot on America's best-seller lists *just 4 weeks after publication!* A Literary Guild and Readers Digest Book Club selection, this inside story of the intimate life and loves of a doctor is packed with the kind of dynamite that sets off boxoffice fuses! And UA and Stanley Kramer are sustaining the novel's amazing popularity with a publicity and advertising campaign guaranteed to pay off on celluloid! *Watch for more news about this important, pre-sold film!*

THE NATION'S #1 BEST-SELLER!

Four top stars are slated for the key roles... look for important casting announcements.

QUALITY PICTURES UA IN QUANTITY

A GREAT PRODUCER...A GREAT PROPERTY...
THE KIND OF GREATNESS YOU CAN EXPECT FROM UA!

35TH ANNIVERSARY 1919 UA 1954

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 70 NEW YORK, U. S. A., TUESDAY, APRIL 13, 1954 TEN CENTS

FIVE OTHER PRODUCERS SEEK TO JOIN IN ALLIED PLAYDATE PLAN

WASHINGTON, April 12.—Five other independent producers have approached Allied States Association and indicated interest in Allied's guaranteed playdate plan since Allied announced its deal with Hal R. Makelim Productions last week, according to general counsel Abram F. Myers.

Myers said the five producers—one in New York and four in Hollywood—indicated they were interested in exploring the possibility of similar arrangements. Under the deal with Makelim, 2,500 theatres are to guarantee playing films at fixed rentals for fixed runs, and Makelim is to provide these theatres with one film a month for 12 months. Contract theatres are to pay only their share of the production costs, with profits coming from sales to other theatres.

The Allied general counsel also revealed that the first Allied unit to consider the Makelim plan had oversubscribed its contract quota. The plan was discussed at a board meeting of Allied of Indiana last week, Myers said, and board members present signed up for all the contracts alloted to Indiana.

UK Producers Seek Share in Amusement Tax Relief Savings

By PETER BURNUP

LONDON, April 12.—Despite the fact that the Treasury has offered British exhibitors only half the amount of entertainment tax relief they estimated was needed to put an end to the operating losses of most theatres, producers have inititated a bid to share in the tax saving.

The producers base their demand on both a provision they had inserted

(*Continued on page* 14)

Lumiere Dead; Was Projector Pioneer

The death in Paris at the weekend of Dr. Auguste Lumiere recalls the turn-of-the-century controversy over the proper credit for the invention of the motion picture projector. Doctor Lumiere, with his brother, the late Louis, developed what most Europeans consider the first projector, having demonstrated it publicly in 1895. On the other hand, Thomas A. Edison took out a patent on a similar machine in 1891, but there has been a dispute as to whether he gave an exhibition before the Lumieres presented their projector.

Gov. Dewey Signs Censorship Bill

ALBANY, April 12.—The New York State film censorship bill was signed today by Governor Thomas E. Dewey.

The measure, signed by Dewey, redefined "immorality" in regard to the pre-censorship of motion pictures in New York State. The new legis-

(*Continued on page* 15)

Sees VistaVision 'Far Ahead'

Screen, Sound Techniques Will Improve, Says Zukor

Continued improvement in screen and sound techniques was forecast for the industry here yesterday by Adolph Zukor, chairman of the board of directors of Paramount Pictures.



Adolph Zukor

Zukor, at a trade press conference marking his return from a three-month visit to the Coast, expressed his conviction that unlike the pre-Cinerama years, lens and sound techniques "will not stand still."

As to Paramount's Vista Vision system, Zukor claimed the process is "far

(*Continued on page* 15)

WB Adopts Perspecta

Warner Brothers will use the new Perspecta Stereophonic Sound system in its productions, Arthur M. Loew, president of Loew's International, announced here yesterday.

Loew, announcing the consummation of negotiations with Warner Brothers, also said the use of Perspecta is now in the discussion stages with RKO Pictures, Universal and Columbia. The optical sound system, developed by Loew's has already been adopted by Metro-Goldwyn-Mayer and Paramount.

Returning here from a visit to the Coast where he conducted the negotiations, Loew said plans have been completed for the forthcoming trade and press demonstration of Perspecta sound, to be held Thursday at Loew's

(*Continued on page* 14)

Italian Production Facing Shutdown Over Expiring Law

By ARGEO SANTUCCI

ROME, April 12.—Italian film production could face a disruption in consequence of a statement to Parliament by Minister Giovanni Ponti that, on the basis of four years' experience, existing film legislation will be changed by the end of December, the expira-

(*Continued on page* 14)

'Entitled to Incentives'

Eric Johnston in Plea for Overseas Tax Adjustments

WASHINGTON, April 12.—Motion Picture Association president Eric Johnston told the Senate Finance Committee today that the film industry is "justly entitled" to the tax incentives on overseas earnings given other industries under the House-passed technical tax bill.

If it should be given these incentives as now requested, Johnston said, "our industry will be able to increase its investments abroad—particularly in underdeveloped countries. The American film industry would furnish additional employment and would make sizable contributions to promote the economic progress of the free world."

Committee chairman Millikin (R., Col.) urged Johnston to discuss his

(*Continued on page* 15)

Name Stern Publicity Mgr. of RKO Pictures

Al Stern, RKO Radio home office publicist, has been named publicity manager by Mervin Houser, Eastern director of advertising, publicity and exploitation.

Stern takes over the manager's assignment immediately. Other managers operating on Houser's staff include David Cantor, exploitation, and Ben Grimm, advertising.

SAG Wage Rates Extended to 1955

HOLLYWOOD, April 12.—Terms of the Screen Actors Guild contract with the major studios will continue unchanged for another year, it was announced today following extended discussions which resulted in an agreement that the next reopening date for negotiations will be April 1, 1955.

The agreement reached today means that motion picture actors have by-passed this year's opportunity to re-negotiate rates for wages.

1919—UNITED ARTISTS—1954

Personal Mention

PAUL RAIBOURN, A. W. SCHWALBERG, E. K. (TED) O'SHEA, JERRY PICKMAN and SID BLUMENSTOCK, Paramount Pictures executives, returned here yesterday from the Coast.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by BERNARD LEVY and AL SICIGNANO, is making a tour of the Netco Theatre circuit.

•

HERB STEINBERG, Paramount Pictures exploitation director, will address the New York chapter of the American Public Relations Association here today at a Vanderbilt Hotel luncheon.

•

HARRY F. SHAW, division manager for Loew's Poli-New England Theatres, and his wife, have returned to New Haven after a cruise to Panama.

•

HENRY GREENBERGER, of the Community Circuit in Cleveland, and JOE ROBINS, Warner-Niles circuit owner, returned there from Florida.

•

BILL LYON of the M-G-M studio publicity department, arrived here yesterday on the "Mauretania" following a cruise.

•

J. H. MCCARTHY, manager of the Warner theatre, Memphis, has been transferred to Madison, Wis., where he will manage the Warners Capitol Theatre.

•

ARTHUR C. BROMBERG of Allied Artists Southern exchanges, was in Atlanta for a visit from his Alabama home.

•

FRANK MASEK, National Theatre Supply branch manager in Cleveland, was in Norfolk, Va., over the weekend.

•

ARTHUR GREENBLATT, general sales manager of Lippert Pictures, was in Atlanta from New York.

•

GEORGE SEATON, Paramount Pictures director, arrived here over the weekend from the Coast.

•

ALBERT E. SINDLINGER, president of Sindlinger & Co., is on the Coast after a visit in Milwaukee.

•

JAMES BOYLE of M-G-M's special publicity staff, is in Jacksonville, Fla., from New Orleans.

•

ED BARRISON, president of Cinema Distributors Corp., will leave here today for the Coast.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, was in Albany from here yesterday.

•

TED TODDY of Toddy Pictures has returned to Atlanta from a honeymoon.

•

IRVING SHIFFRIN has returned to New York from New England.

7 RKO Directors Up for Reelection

The reelection of the seven-man board of directors of RKO Theatres was urged upon stockholders in a management proxy statement, issued here yesterday.

The statement, announcing that the annual meeting of stockholders will be held in Wilmington, Del., on May 6, also listed the salaries of top RKO officers. Sol A. Schwartz, president, received $79,900 in 1953, it was stated, while William W. Howard, vice-president, received $38,926 and Thomas F. O'Connor, vice-president and treasurer, $31,825.

Up for reelection were the following directors: Theodore R. Colborn, David J. Greene, Dudley G. Layman, Albert A. List, A. Louis Oresman, Edward C. Raftery and Schwartz.

List Owns 973,053

List and members of his family were reported to own beneficially on March 5, 973,053 shares of stock, approximately 26 per cent of the corporation's voting securities. Greene's holdings were put at 29,983 shares. In addition it was stated that Greene, as a partner in the firm of David J. Greene & Co., owned 14,622 shares and Chemical Bank & Trust Co., as trustee under an agreement for the benefit of his wife, owned 52,078 shares. Greene's associate on the board, Oresman, owned 42,556 shares, it was stated.

Avon Anti-Trust Suit Settled Out of Court

CHICAGO, April 12.—The Avon Theatre, South Bend, Ind., anti-trust suit against Balaban and Katz and the eight major film companies, filed here three years ago in U. S. District Court, was settled out of court today for an undisclosed sum of money.

The suit, asking $750,000 treble damages, alleged that prior to 1949, Balaban and Katz and the film companies conspired to prevent the Avon, operated by the South Bend Theatre Corp., from obtaining first run product, forcing the 1,000-seat house to operate in a repeat policy.

Since 1949 the Avon has been given the opportunity by most of the film companies to bid for first-run product and has been in a first-run policy.

'Pinocchio' Drawing Well in Chicago

CHICAGO, April 12. — "Pinocchio," Walt Disney cartoon feature re-issue, is setting the box-office pace here, heading for $25,000 in its first week at the Loop Theatre, giving the house its best opening since the tri-opticon 3-D show.

The theatre had hold-outs all weekend long to establish itself as one of the few bright spots in an otherwise drab boxoffice picture here.

Other films doing well are "Lili," brought back for a second showing at the Ziegfeld; "Genevieve," in its fifth week at the Surf; and "Beachhead" and "Sabre Jet," at the B. & K. Roosevelt.

RKO Stock Price Exceeds Hughes' Bid

RKO Pictures common stock continued to sell at the premium price of 6⅛ in heavy volume on the New York Stock Exchange yesterday. Some 38,600 shares changed hands in the day's trading, with the premium price standing at the close.

Howard Hughes has offered $6 per share for the stock, with tenders to be made up to May 17.

Denies Motions to Dismiss Fraud Case

LAKE CHARLES, La., April 12.—Federal Judge Edwin F. Hunter, Jr., of the U. S. District Court for the Western District of Louisiana, has denied a series of motions by the exhibitor defendant, Billy Fox Johnson, operating theatres in Alexandria, LeCompte, Pollack, Gibsland and Jonesboro, La., as well as in Texas, to dismiss four pending percentage actions brought by Loew's, 20th Century-Fox, RKO and Universal, and at the same time granted the distributor plaintiffs' motions for leave to amend their complaints charging fraud, so as to add a claim for breach of contract.

Precedents Cited

In granting the motion by the distributor plaintiffs to amend their complaints so as to seek recovery for breach of contract as well as for fraud, Judge Hunter said:

"There are numerous instances where the courts have permitted claims for damages for breach of contract and fraud to be joined in one action. Here, the defendants have been fully apprised of the claim against them, and the amendment expresses an additional theory (not an inconsistent one) upon which recovery might be possible under the same facts."

In rejecting one set of motions by Johnson, for summary judgment dismissing all distributor claims arising prior to February 12, 1951, on the ground of a Louisiana statute of limitations for torts the court pointed out that the allowance of the amended complaint permitted the claims to be stated in contract as well, and since the contract claims were not barred by the tort statute of limitations, accordingly denied Johnson's motion for summary judgment to dismiss all distributor claims prior to February 12, 1951.

$3,000 in Each Action

The other set of motions by Johnson was to dismiss the distributor actions for lack of the requisite minimum jurisdictional amount of $3,000 in each action to warrant jurisdiction by the Federal court.

AA Retains Plessner

M. L. Plessner has been retained by Allied Artists to handle the advertising and exploitation campaign in the St. Louis area for Walter Wanger's "Riot in Cell Block 11," where the saturation openings will be spearheaded at the Fox Theatre, St. Louis, on April 23.

Brazil Government Clears U. S. Funds; To Pay $5,500,000

The Brazilian government has agreed to pay an additional $5,500,000 at the official exchange rate, thus finally clearing up all the blocked funds there of U. S. film companies through Feb. 21, 1953, Eric A. Johnston, president of the Motion Picture Association of America, announced.

Johnston's announcement was released here yesterday at MPAA headquarters. Payment on the final $5,500,000 will begin immediately, it was added. Brazil, which for the past three-and-a-half years has owned a total of $22,000,000 to American film companies, has paid off about 70 per cent of its indebtedness since last August. The remaining 30 per cent will now be paid off.

Weinberger, Mechner Suits Are Dismissed

HOLLYWOOD, April 12.—Derivative stockholder suits filed against Milton Sperling, United States Pictures, Warner Bros., Jack and Harry Warner and others in 1948 by William B. Weinberger and in 1950 by Irving Mechner, on similar contentions that Warner had granted Sperling contractual concessions injurious to stockholder interests, were dismissed today by Federal Judge William C. Mathes.

'Comedian' to Glass; 1st As Independent

HOLLYWOOD, Apr. 12.—George Glass, launching George Glass Productions as an independent, privately financed producing company, today announced the purchase of Ernest Lehman's Cosmopolitan magazine novel, "The Comedian," and immediately started preparing it for filming next fall.

Glass acquired the novel from the Stanley Kramer Co., of which he was vice-president prior to its dissolution in January, and expects to obtain Lehman's services on script.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"ROSE MARIE"
starring
Ann BLYTH · Howard KEEL · Fernando LAMAS
in CinemaScope
Photographed in EASTMAN COLOR
An M-G-M Picture — and the MUSIC HALL'S GREAT EASTER STAGE SHOW

IN CINEMASCOPE
"Lucky Me" IN WARNERCOLOR
IT STARS DORIS DAY · ROBERT CUMMINGS · PHIL SILVERS
PARAMOUNT TIMES SQUARE

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UNITED ARTISTS . . . 35 YEARS YOUNG

UNITED ARTISTS CORPORATION was formed on April 17, 1919. Its founders and equal co-owners were Mary Pickford, Charles Chaplin, Douglas Fairbanks and D. W. Griffith.

The guiding principles of the new company, as set forth in the articles of incorporation, were "to improve the photoplay industry and its artistic standards, and the methods of marketing photoplays," and to "market photoplays in the interests of the artists who create them."

The details of incorporation were plotted and drawn up by William Gibbs McAdoo, President Wilson's Secretary of the Treasury, whose services were subsequently retained as general counsel. Oscar Price, who had been chief publicist for the Treasury Department in the war-time Liberty Loan Drive, was elected as first president of the corporation. McAdoo, Price, and the four owners had enjoyed a felicitous association during the loan drive, when Miss Pickford and the Messrs. Chaplin, Fairbanks and Griffith had stumped the country in a glamorous, high-powered—and notably successful—attempt to sell bonds to the populace.

ABRAMS RETAINED

On May 20, 1919, the key figure in the company's sales set-up was engaged; the directors approved a contract for the services of Hiram Abrams as general manager. Abrams, a well-known industry figure, 13 months later assumed the presidency of United Artists, and held the position to the time of his death in 1926.

Meanwhile, during the laborious process of creating a corporate entity, of hiring personnel, of renting New York offices (at 729 Seventh Avenue, premises the company has occupied uninterruptedly for the past 35 years), of setting up exchanges throughout the country, the four owners were proceeding with their main business—the making of films.

The first picture to bear the legend "released through United Artists" was Douglas Fairbanks' "His Majesty, the American." The world premiere was held on October 24, 1919, at the Capitol Theatre in New York. The event had a double significance; it also marked the debut of Broadway's newest and, at that time, most luxurious movie palace.

THE FIRST YEAR

"His Majesty, the American" got the new company off to a fast start. Mary Pickford's first United Artists release was "Pollyanna" (January, 1920), and it was followed shortly by D. W. Griffith's "Broken Blossoms," an adaptation of a story by Thomas Burke, which starred Lillian Gish and a new discovery named Richard Barthelmess. Chaplin did not contribute his first picture to United Artists until 1923, when he completed "Woman of Paris," which he wrote, produced and directed, but did not appear in as an actor. His comedies, in the interim, went to First National, where he was working out a previous contract.

Nineteen-twenty, the first full year of the new organization, was a prolific one. Griffith made "Way Down East" (again with Miss Gish and Barthelmess), "Romance" (starring Doris Keane) and "Love Flower." Fairbanks produced and starred in "When the Clouds Roll By," "The Mollycoddle" and, in the vein that was to be typical of his later successes, the celebrated "Mark of Zorro." Miss Pickford, in addition to "Pollyanna," made "Suds." Besides these, the new firm took over the distribution of "Birth of a Nation," the already classic epic of the Civil War which Griffith had made in 1915.

On the business side of the corporation's affairs, Abrams deviated from the then accepted policy of selling pictures on the basis of a flat fee paid by the theatre, and inaugurated selling on a percentage basis. "Pollyanna" was the first film to be handled in this manner.

Another departure, and a more significant one, was forced upon the directors of the company by existing market conditions. The demands of exhibitors for more and more product, competition among distributors for choice playing time, and the need to justify the overhead created by an expensive world wide organization (by this time United Artists had established bases for foreign distribution of its films), made expansion necessary and inescapable. Since the owners knew that the quality of their own pictures must inevitably suffer if they attempted to make them in quantity merely to fill the various needs of theatres, they turned to their only alternative. Various independent producers were invited to release their pictures through United Artists.

NOTED RELEASES

United Artists, in that period, released such pictures as "I Accuse," a powerful drama based on the Dreyfus Affair, produced and directed by the French film pioneer, Abel Gances; "The Man Who Played Bad," starring George Arliss; Rex Beach's "Iron Trail," Ibsen's "A Doll House," starring Alla Nazimova and Alan Hale; "Paddy the Next Best Thing," starring Mae Marsh; and "Beloved Rogue," with John Barrymore as the poet-thief Francois Villon.

Also, "The Eagle" and "Son of the Sheik," starring Rudolph Valentino; "The Girl I Loved," starring Charles Ray; "Topsy and Eva," with the Duncan sisters; Buster Keaton's travesty on a Civil War incident, "The General;" Tolstoy's "Resurrection,"

(Continued on page 6)





FOUNDERS AND ASSOCIATES. Photo at left, standing, left to right, Hiram Abrams, one of early U.A. presidents; Dennis O'Brien, counsel; Mary Pickford, Mrs. Charlotte Pickford. On porch, left to right, Charlie Chaplin, Arthur Kelly, Doug Fairbanks, Joseph M. Schenck. Photo above, D. W. Griffith, noted director and co-founder of company.

QUALITY...

actors

DAWN ADDAMS
LEX BARKER
JOHN BENTLEY
JACQUES BERGERAC
CLAIRE BLOOM
HUMPHREY BOGART
BRUCE CABOT
RORY CALHOUN
ROD CAMERON
RICHARD CARLSON
PEGGIE CASTLE
CHARLES COBURN
GARY COOPER
BRODERICK CRAWFORD
TONY CURTIS
DENISE DARCEL
YVONNE DE CARLO
ANTHONY DEXTER
KIRK DOUGLAS
CONSTANCE DOWLING
JOANNE DRU
RICHARD EGAN
GENE EVANS
MAURICE EVANS
ERROL FLYNN
EVA GABOR
AVA GARDNER
LEO GENN
ALEC GUINNESS
VAN HEFLIN
KATHARINE HEPBURN
WANDA HENDRIX
TAB HUNTER
MARTHA HYER
JOHN IRELAND
ADELE JERGENS
GLYNIS JOHNS
CELIA JOHNSON
JENNIFER JONES
PATRIC KNOWLES
BURT LANCASTER
GINA LOLLOBRIGIDA
FRANK LOVEJOY
WILLIAM LUNDIGAN
JACK MAHONEY
DOROTHY MALONE
HERBERT MARSHALL
JAMES MASON
GARY MERRILL
BEVERLY MICHAELS
ROBERT MITCHUM
GEORGE MONTGOMERY
ROBERT MORLEY
MARY MURPHY
J. CARROLL NAISH
ANNA NEAGLE
HILDEGARDE NEFF
ROBERT NEWTON
EDMOND O'BRIEN
DAN O'HERLIHY
DENNIS O'KEEFE
GREGORY PECK
JEAN PETERS
GERARD PHILIPE
ANTHONY QUINN
DALE ROBERTSON
DANY ROBIN
GINGER ROGERS
RUTH ROMAN
CESAR ROMERO
JANE RUSSELL
GEORGE SANDERS
PHIL SILVERS
FRANK SINATRA
BARBARA STANWYCK
GENE TIERNEY
JEAN WALLACE
ORSON WELLES
CORNEL WILDE

directors

ROBERT ALDRICH
GEORGE BREAKSTON
LUIS BUNUEL
MURIEL BOX
JACK CARDIFF
RICHARD CARLSON
RENE CLAIR
LUIGI COMENCINI
E. A. DUPONT
SEYMOUR FRIEDMAN
SIDNEY GILLIAT
FRANK O. GRAHAM
ALFRED E. GREEN
STUART HEISLER
BRIAN DESMOND HURST
JOHN HUSTON
ANTHONY KIMMINS
MILTON KRIMS
LEW LANDERS
CHARLES LAUGHTON
ARNOLD LAVEN
DAVID LEAN
JACK LEE
REGINALD LE BORG
ANATOLE LITVAK
ARTHUR LUBIN
JOS. L. MANKIEWICZ
DAVID MILLER
RAY NAZARRO
RONALD NEAME
DENNIS O'KEEFE
ROBERT PARRISH
ANTHONY PELISSIER
CAROL REED
ROBERT ROSSEN
RUSSELL ROUSE
ROY ROWLAND
SIDNEY SALKOW
VICTOR SAVILLE
HAROLD SCHUSTER
FRED F. SEARS
LESLEY SELANDER
RAY STAHL
HERBERT L. STROCK
ORSON WELLES

producers

AUBREY BARING
ROBERT BASSLER
JOHN BRYAN
OSCAR DANCIGERS
ANTONY DARNBOROUGH
PETER DE SARIGNY
HENRY EHRLICH
CHESTER ERSKINE
W. R. FRANK
ARTHUR GARDNER
SIDNEY GILLIAT
FRANK O. GRAHAM
CLARENCE GREENE
PAUL GREGORY
HAROLD HECHT
JAMES HILL
BRIAN DESMOND HURST
JOHN HUSTON
ANTHONY KIMMINS
HOWARD W. KOCH
STANLEY KRAMER
FRANK LAUNDER
DAVID LEAN
REGINALD LE BORG
SOL LESSER
JULES V. LEVY
ANATOLE LITVAK
ILYA LOPERT
OTTO LUDWIG
J. BARRET MAHON
NASSOUR BROS.
STEVEN PALLOS
BEN PESKAY
JACK POLLEXFEN
HARRY M. POPKIN
J. ARTHUR RANK
CAROL REED
CHARLES REYNOLDS
ROBERT ROSSEN
RUSSELL ROUSE
LESSER SAMUELS
VICTOR SAVILLE
AUBREY SCHENCK
MAXWELL SETTON
EDWARD SMALL
RAYMOND STROSS
IVAN TORS
LAZAR WECHSLER
ORSON WELLES
HERBERT WILCOX
AUBREY WISBERG
ALBERT ZUGSMITH

QUALITY PICTURES
UA
IN QUANTITY

Topping its unprecedented product for '54...

UA HAS THE BIGGEST PRODUCTION

IN QUANTITY!

ACT OF LOVE
BEACHHEAD — Print by Technicolor
BEAT THE OEVIL
BEAUTIES OF THE NIGHT
GILBERT AND SULLIVAN — Color by Technicolor
HEIDI
OVERLAND PACIFIC — Color Corp. of America
PERSONAL AFFAIR
RIDERS TO THE STARS — Color Corp. of America
SOUTHWEST PASSAGE — Color by PatheColor, 3-D
THE CAPTAIN'S PARADISE
THE CONQUEST OF EVEREST — Print by Technicolor
THE GOLDEN MASK — Color by Technicolor
THE LONE GUN — Color by Color Corp. of America
THE MAN BETWEEN
THE SCARLET SPEAR — Color by Technicolor
TOP BANANA — Color by Color Corp. of America
WICKED WOMAN

now in release

ADVENTURES OF ROBINSON CRUSOE — PatheColor
APACHE — Color by Technicolor
CANNIBAL ISLAND — Color, 3-D
CAPT. KIDD & THE SLAVE GIRL — Color Corp of Amer.
CASE FILE F.B.I.
CHALLENGE THE WILD — Eastman Color
CROSSED SWORDS — PatheColor
GOG — Eastman Color, 3 D
KHYBER PATROL — Color by Color Corp. of America
MALTA STORY
MAN WITH A MILLION — Color by Technicolor
NEW YORK CONFIDENTIAL
OTHELLO
RETURN TO TREASURE ISLAND — PatheColor
SCREAMING EAGLES
SITTING BULL — Color Corp. of America, CinemaScope
STAR OF INDIA — Color by Technicolor, Widescreen
THE BAREFOOT CONTESSA — Color by Technicolor
THE BEACHCOMBER — Color by Technicolor
THE DIAMOND — 3 D
THE FIREBIRD — Print by Technicolor
THE HELICOPTER STORY — Color
THE LONG WAIT
THE PURPLE PLAIN — Color by Technicolor
THE YELLOW TOMAHAWK — Color Corp. of America
THE WHITE ORCHID — Color Corp. of America
TWIST OF FATE
VERA CRUZ — Color by Technicolor
WITNESS TO MURDER

completed or in production

ALEXANDER THE CONQUEROR — Color by Technicolor
BEAUTY AND THE BEAST — Color by Technicolor
CAPTAIN JAN
DATELINE INDO-CHINA
KING SOLOMON & HIS THOUSAND WIVES — Color
KISS ME DEADLY
LILACS IN THE SPRING
MARTY
MY GUN IS QUICK
NOT AS A STRANGER
OPERATION HEARTBREAK
RETURN OF ZORRO — Color
RING AROUND SATURN — Eastman Color, 3-D
JANE RUSSELL PROOUCTIONS
SUDDENLY
TEN MILES UP
THE GABRIEL HORN
THE NIGHT OF THE HUNTER
THE STORY OF WILLIAM TELL — PatheColor, CinemaScope
THE SWORD OF ROBIN HOOD — Color
THE TIME OF THE CUCKOO — Color by Technicolor
THE WAY WEST
TIMBUKTU — Color by Technicolor
TRAPEZE

coming up

NEWS FOR THE 1955 SEASON

35TH ANNIVERSARY 1919 UA 1954

United Artists

(Continued from page 3)

starring Rod LaRocque; "The Love of Sunya," starring Gloria Swanson; Ronald Colman in "The Night of Love" and "Magic Flame;" "Tumbleweeds," with William S. Hart; and many others.

Among films made by the owners were:

Griffith: "One Exciting Night," "White Rose," "Dream Street," "Orphans of the Storm" (starring Lillian and Dorothy Gish), "America," "Isn't Life Wonderful," and "Sally of the Sawdust" (starring W. C. Fields and Marilyn Miller).

Mary Pickford: "Tess of the Storm Country," "Garrison's Finish," "Dorothy Vernon of Haddon Hall," "Rosita," "Little Annie Rooney," "Sparrows," "Little Lord Fauntleroy" and "My Best Girl."

Douglas Fairbanks: "Robin Hood," "The Nut," "The Three Musketeers," "The Black Pirate" (in color), "The Thief of Bagdad," "The Gaucho" and "Iron Mask."

SCHENCK, GOLDWYN JOIN

The first significant change in the corporate as distinct from the distributive set-up of United Artists took place on December 5, 1924, when Joseph M. Schenck was allowed to buy into the company and become an owner-member. Schenck was an extremely active producer (notably of the films of Buster Keaton and Norma and Constance Talmadge). He was elected chairman of the board and brought into the fold the pictures of Samuel Goldwyn, Norma Talmadge, John Barrymore, Gloria Swanson and Corinne Griffith.

In 1932, Walt Disney started releasing his cartoons through United Artists, and Edward Small and Harry M. Goetz (under the corporate title of Reliance Films) added their pictures to the company's schedule. In 1933 two major producing units were added—Alexander Korda's London Film (the first contribution was the memorable "King Henry VIII," starring Charles Laughton) and Twentieth Century Pictures, formed by Joseph Schenck and Darryl Zanuck.

SELZNICK, KORDA

In 1935, David O. Selznick joined as a producer, bringing into the fold in the next few years such pictures as "The Garden of Allah," "Little Lord Fauntleroy" (which had been made earlier, as a silent film, by Mary Pickford), "A Star Is Born," "The Prisoner of Zenda" and "Nothing Sacred."

Korda was the next producer to be elected to ownership. This took place on June 5, 1935, and marked the first investment of British capital in an American firm.

By 1940, only two of the original founders of the company remained—Chaplin and Miss Pickford, and only the former was active. Griffith had retired in 1933, Fairbanks had died in 1939. Schenck had withdrawn to form his own distributing company, Twentieth Century Pictures; Goldwyn withdrew; Korda withdrew; Selznick, who had been elected a partner in the late Thirties, also resigned. The problem of product to justify the overhead of the vast United Artists domestic and international organization became acute.



AT HELM TODAY. Above, left to right, top, Arthur Krim, president; Robert Benjamin, board chairman; Matthew Fox; second line, William Heineman, Max Youngstein, Arnold Picker, vice-presidents. At right; Mary Pickford, Samuel Goldwyn and Charlie Chaplin with new partner (circa 1935) Alex Korda (second from left).

From 1946 on, with the bursting of the bubble of war prosperity, and in an industry increasingly plagued by problems of economy, jaded public taste, and the spectre of television, United Artists slipped sharply downward. Despite an occasional picture in the best United Artists' tradition ("Body and Soul," Olivier's "Henry V," "Champion" and "Home of the Brave") the company was dogged by the bogey of insufficient and inadequate product.

At this low ebb in the fortunes of United Artists, a group of young industry executives made representations to Miss Pickford and Chaplin for management of the company. And, on February 15, 1951, provisional management control passed into their hands.

The new group was constituted as follows: Arthur B. Krim, Robert S. Benjamin, Matthew Fox, William J. Heineman, Max E. Youngstein, Arnold Picker and Seymour Peyser. These men were taking over—in the midst of an industry-wide climate of uncertainty, confusion and extreme pessimism—a company which had been staggering for five years, whose prestige and glory was all in the past. The wise money along "the street" had already counted them out before the first blow was struck.

Officers were named: Krim to be president; Benjamin, his associate in the law firm of Phillips, Nizer, Benjamin and Krim, to be chairman of the board; Heineman, vice-president in charge of distribution; Picker, vice-president in charge of foreign distribution; Youngstein, vice-president with supervision over advertising, publicity and exploitation; Peyser, vice-president and general counsel.

The new team tackled the first problem first—the acquisition of pictures to release. This immediate end was accomplished almost at once by purchase of all pictures then in release or about to be released by Eagle Lion Classics, Inc., which was going out of business.

In something under six months, the color of the ink in the accounting department's pens had turned from red to black. And, by the end of the year, United Artists had completed its first profitable calendar year since 1946. The impossible had happened. The wise money was astounded; the industry as a whole took heart from the achievement.

As a result of this phenomenal showing, the conditions of management venture were met, and the new regime became owners of 8,000 shares of United Artists stock, with a ten-year voting control over the remaining shares, owned equally by Chaplin and Miss Pickford.

The rejuvenation of United Artists was now an accomplished fact. A record 48 films are included in this, the 35th anniversary year's schedule of releases.

Victor Saville
Congratulates
United Artists
on its
35th ANNIVERSARY

•

NOW IN RELEASE

"I, THE JURY"

•

NOW COMPLETED

"THE LONG WAIT"

•

NOW IN PREPARATION

"KISS ME DEADLY"

"MY GUN IS QUICK"

•

QUALITY PICTURES UA IN QUANTITY

35TH ANNIVERSARY 1919 UA 1954

Yesterday and Today in United Artists Releases







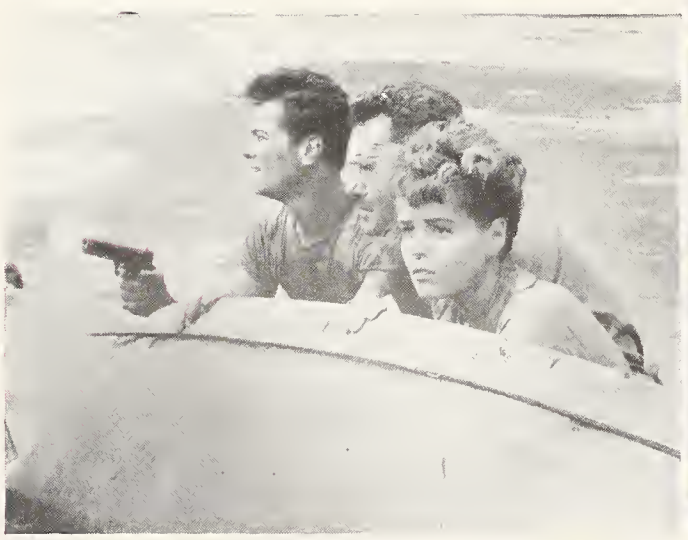
STRONG, SILENT MEN have been popular on the screen all through United Artists' 35-year career, as witness above. At left, Gary Cooper and Burt Lancaster in a scene from the forthcoming "Vera Cruz." To their right, the indestructible William S. Hart, one-time favorite of all who loved an outdoor action film.



ROMANCE, TOO, has been a saleable screen commodity for long. Rudolph Valentino, at upper right, drew the women patrons in the old days as Humphrey Bogart, shown at right with Ava Gardner in a scene from "The Barefoot Contessa" will do when the latter is released.



"AMERICA'S SWEETHEART," the one and only Mary Pickford, in a scene, left, from "Tess of the Storm Country."





VARIED SUBJECT MATTER, as in this scene, left, above, from "Beachhead," with Tony Curtis, Mary Murphy and Frank Lovejoy, and above, right, from "Act of Love," with Kirk Douglas and Dany Robin, mark the new United Artists releases. Star value, too, will be marked, what with such upcoming offerings as "The Time of the Cuckoo," with Katharine Hepburn; "Twist of Fate," starring Ginger Rogers; and Stanley Kramer's screen adaptation of the current No. 1 best-selling novel, "Not as a Stranger," for which top stars are being sought.



GREGORY PECK in a scene from the forthcoming United Artists release "Man with a Million," in color by Technicolor, based on Mark Twain's "The Million Pound Bank Note."

CONGRATULATIONS

And

BEST WISHES

STANLEY KRAMER

Now

"THE CAINE MUTINY"

Columbia Release

Next

"NOT AS A STRANGER"

United Artists Release

Among United Artists' 35th Anniversary Releases



'APACHE.' Burt Lancaster and Jean Peters, shown above, are starred in the Hecht-Lancaster production in color by Technicolor. "Apache" has been designated as United Artists' July 4th release and will be backed with special advertising and promotional campaigns.



'BEAT THE DEVIL.' Giving a good account of itself in the theatres now is the John Huston production of Truman Capote's lighthearted adventure screenplay. Above are Jennifer Jones, Humphrey Bogart and Gina Lollobrigida in a scene from the Santana-Romulus production.



'CROSSED SWORDS.' Errol Flynn in an action scene from the forthcoming U.A. release. He will also be starred in "The Story of William Tell," also for U.A. release.



'ADVENTURES OF ROBINSON CRUSOE.' James Fernandez as Friday and Dan O'Herlihy in the title role of the adventure classic. Another of U.A.'s 35th anniversary releases.



'WITNESS TO MURDER.' A scene above from the action mystery story with Barbara Stanwyck, Gary Merrill and George Sanders.



'HEIDI.' Elsbeth Sigmund and Thomas Klameth, at right, in a scene from the popular U.A. anniversary year release.



The Hecht-Lancaster Organization Congratulates
United Artists on its 35th Anniversary...
and proudly announces its schedule for UA release:

COMPLETED: BURT LANCASTER & JEAN PETERS IN "APACHE"

SHOOTING: GARY COOPER & BURT LANCASTER IN "VERA CRUZ"

IN PREPARATION: "THE WAY WEST", "GABRIEL HORN"
"TRAPEZE", "OPERATION HEARTBREAK", "MARTY"





Exhibitors and Independent Producers
Should Give a Cheer and Many Thanks
to the Men Who Are Doing It at

UNITED ARTISTS

Ex-Exhibitor

Frank Graham

Recently Completed
Frank Graham's
"CHALLENGE THE WILD"

In Production
"COUGAR CANYON"

Editing
"THE BIG STAMPEDE"

Hits Italian Reds' Charges on Films

ROME, April 12. — Giovanni Ponti, Minister for films, characterized as "ridiculous" Communist charges that the government's current efforts to improve the moral tone of Italian films is being undertaken to protect the American film industry.

He confirmed the government's opposition to films offending popular institutions and decency, stating that it has been activated by Italian feelings and not by American requests.

United Artists Sets Regional Sales Meets For 35th Anniversary

United Artists will hold a series of regional sales meetings in connection with its 35th anniversary which will bring together all division and district leaders, as well as key personnel from each of the company's branches throughout the United States, it was announced by William J. Heineman, vice president in charge of distribution.

The important sales sessions, which will be held in San Francisco on April 21-23, in Chicago on April 26-28 and in Philadelphia on May 3-5, will be presided over jointly by Heineman, vice president Max E. Youngstein and general sales manager B. G. Kranze.

Executives to Attend

Also scheduled to participate in the conferences highlighting United Artists' 35th anniversary release slate will be Milton E. Cohen, Eastern and Southern division manager; James Velde, Western division manager; Fred Meyers, New York-Metropolitan district manager; John Turner, Eastern district manager; George Pabst, Southern district manager; F. J. Lee, Midwest district manager, and Ralph Clark, West Coast district manager.

The regional meetings, which will set plans for the expanded sales program backing UA's slate of more than 50 releases for the coming year, will be climaxed by an industry-wide testimonial dinner to United Artists' 35th anniversary in Philadelphia an May 5. The gathering in tribute to the company's achievements since its founding on April 17, 1919, will be attended by industry leaders and stars of the entertainment world.

D.C., Charlotte, Winnipeg Lead in UA Sales Drive

The third six-week lap of United Artists' 35th anniversary sales drive honoring president Arthur B. Krim has ended with the Washington, Charlotte and Winnipeg exchanges winning first-prize money in their respective groups.

The 35th Anniversary drive now enters its home stretch, with the six-month sales push winding up on May 15.

Premiere for Chicago

CHICAGO, April 12.—The world premiere of "The Long Wait," latest Mickey Spillane film for United Artists release, will be held at the Essaness Woods Theatre here, May 11.

Tradewise . . .

By SHERWIN KANE

AS United Artists comes to its 35th anniversary a review of its corporate existence leaves the reader convinced that it lacks for nothing in variety and drama. Some of the highlights of the corporate story are presented in this issue.

There were years of great prestige, of storied names and wonderful films and juicy earnings that satisfied even the artists accustomed to fanciful salaries (and no income taxes) who had turned corporate owners.

•

Then there were years when the founders contributed less and less and, to sustain itself, the company had to reach out for new artists and producers. They were years of action and change. They were not without dramatic clashes of temperament and departures from the corporate fold more sudden even than the entrances. But withal they were good years and the company and its owners continued to prosper.

There were lean years, too. The worst of them followed World War II and, as product supplies dwindled, the industry as well as U.A. began to feel the full effects of television competition. The company, literally, was on the ropes.

•

It was at this juncture that the present United Artists executive team took over. What has been accomplished since by partners Arthur Krim, Robert Benjamin, Matthew Fox, William Heineman, Max Youngstein, Arnold Picker and their associates, already is part of the corporate history and no longer is news to the industry.

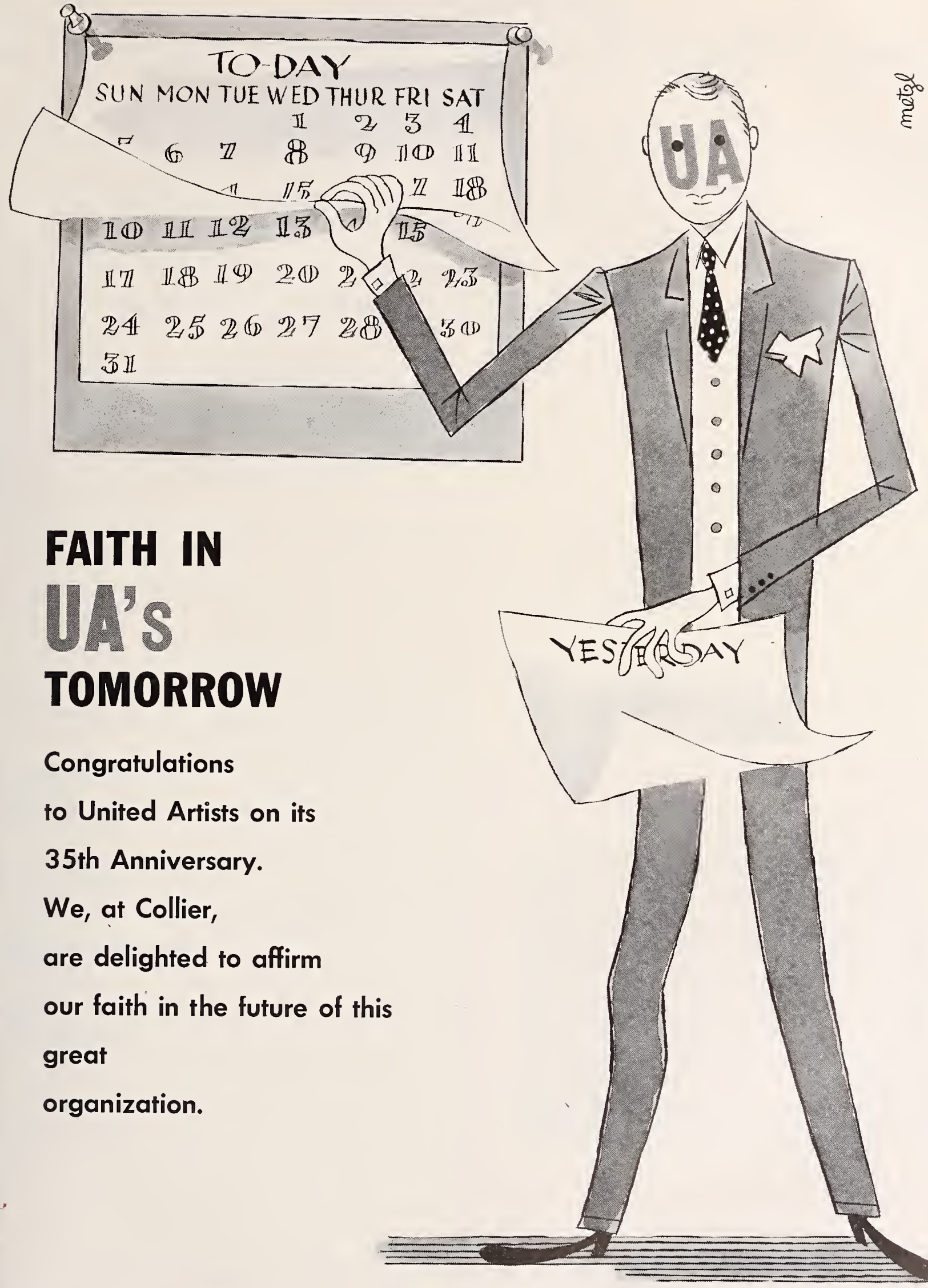
However, for the swiftness of its achievement, for the appalling obstacles overcome, for the solid foundation on which the company has been reestablished, the accomplishments of the present management are unparalleled in the 35-year history of United Artists.

The admiration, as well as the congratulations, of the entire industry have been well earned by U.A. and its mentors on this 35th birthday.

UJA Plans Luncheon To Skouras May 20

The amusement division of the United Jewish Appeal will honor Spyros Skouras, 20th Century-Fox president, at a luncheon at the Hotel Pierre here, May 20.

Plans for the luncheon will be formulated Thursday at a meeting of the division members, of which Adolph O. Schimel of Universal is chairman, at the Paramount Pictures board room on Thursday at 12:15 P.M.



FAITH IN UA'S TOMORROW

Congratulations
to United Artists on its
35th Anniversary.
We, at Collier,
are delighted to affirm
our faith in the future of this
great
organization.

Collier Photo Engraving Company

ENGRAVERS TO THE MOTION PICTURE INDUSTRY

Perspecta

(Continued from page 1)

State. Accompanying the Loew's International head to the Coast was Robert Fine, president of Perspecta. While in Hollywod, Fine was said to have conferred with studio engineers on installations for immediate production operation. It was stated that while the Fairchild Recording Equipment Co. is the first firm licensed to manufacture the new sound equipment, negotiations have taken place with other companies.

Among prospective new licensees, it was stated, are: RCA and Westrex, Altec-Lansing of Hollywood, Phillips Co. of Holland, Micro-Tecnica of Italy, La Prescision Cinematographique of France and the Rank organization of England.

U. K. Tax Relief Savings

(Continued from page 1)

in the last extension of the Eady Plan and on a statement to Commons made by Chancellor of the Exchequer R. A. Butler in announcing the plan for entertainment tax relief in presenting the new budget last week. The Chancellor said he recognized that some of the relief would be needed "to assist the revenues of the producers."

In the revision of the Eady scale of payments last October, producers had insisted studios required a minimum of £3,000,000 annually from the fund. Exhibitors ultimately agreed to a scale which it was estimated would produce £2,250,000 annually, whereupon producers had a proviso added to the agreement calling for the four trade associations to agree upon a method of sharing the benefit of any entertainment tax relief obtained in 1954 between exhibitors and the British Film Production Fund.

Failing an agreement by the four trade associations on the method of sharing such tax relief, the proviso specifies the government will determine the method.

The producers will raise the issue at the next meeting of the four trade associations, April 21, in order that an eventual agreement can be made effective May 30, when the tax concessions are to be operative. It is believed that producers will claim a £750,000 share of the tax relief to make up the £3,000,000 they had sought from Eady last fall.

Added Film Rentals Seen

The exhibitors, who are being given estimated tax relief of £3,500,000, whereas they had asked for £7,000,000, are expected to counter the producers' request with the reminder that the reduced tax not passed on to the public will inevitably result in several hundred thousand pounds additional film rental finding its way to producers.

The industry, in any event, is united in paying tribute to Scottish exhibitor Sir Alexander King, who headed the exhibitors' tax campaign committee. His most effective maneuver was the formation of an all-party committee of MP's pledged to tax remission.

Italy Shutdown

(Continued from page 1)

tion date stipulated in the current law.

Ponti gave no information on the new legislation in prospect. However, he did give assurances that government subsidies and protection will be maintained.

Nevertheless, producers may be compelled to discontinue production unless new legislation is approved before the end of May, which is almost impossible. June is considered the deadline for the start of new production, since completed pictures must be exhibited before Dec. 31 in order to be eligible for subsidies under the present law.

Already banks have informed producers that production financing will be halted after May unless the present legislation is extended or until the new law is approved. Producers have decided to ask the government to extend the present legislation until such time as the new law can be made operative without disrupting production.

Peerless
salutes
UNITED ARTISTS
on its 35th Anniversary

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For 20 years
United Artists release prints
have been Peerless-treated

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Peerless hails United Artists'
35 years of operation and wishes it
all success for the next 35

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Our Best Wishes to
UNITED ARTISTS CORP.

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PARAMOUNT BUILDING

E. M. Loew Circuit Installs Wide Screens

HARTFORD, April 12.—The E. M. Loew circuit is installing wide-screen facilities throughout its Hartford division.

A screen measuring 43 feet high and 76 feet wide has been installed at the Hartford Drive-In, Newington, Conn., with similar units planned for outdoor theatres at Milford, Farmington and Norwich, Conn., and West Springfield, Mass.

A large screen will also be installed at the downtown first-run E. M. Loew's, according to Hartford division manager George E. Landers.

'Obsession' Previews On April 20 and 26

"Magnificent Obsession," Universal-International's new Technicolor production, is to receive invitational press previews in Hollywood and New York patterned after the previews of "The Glenn Miller Story."

The New York invitational preview for industry leaders, exhibitors and press, television and radio executives will be held at Loew's 72nd Street on the evening of April 26.

The Hollywood press premiere will be held at the Westwood Village Theatre on April 20.

Salesmen Elect

CLEVELAND, April 12.— Manning J. Glick of 20th Century-Fox has been elected president of the Salesmen's Club of Cleveland to succeed Sam Lichtler. Other officers are: first vice-president, Jim Levitt; second vice-president, Irving Marcus; secretary, Bill Gross; treasurer, Nat Barach. Frank Belles, Jack Lewis and Bill Gross compose the welfare committee.

35th
Anniversary Greetings
to
United Artists
FROM
REILLY ELECTROTYPE CO.
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SUPPLIER TO U. A. OF
ELECTROTYPES
MATS • PLASTICTYPES

Our Best Wishes to
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Plumbing, Paint, Hardware and Electrical Supplies
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Johnston

(Continued from page 1)

recommendations with Colin Stam, chief of the congressional tax staff. Johnston said he and his aides had been trying to get in touch with Stam but had found him "a very busy man."

Under the House-passed bill, certain income earned overseas by U. S. companies would be taxed 14 percentage points lower than other corporate income. Moreover, U. S. firms operating through branches would not be taxed on this income until it is actually remitted, rather than when it is earned, as at present.

However, the House Ways and Means committee specifically excluded royalty income from the types of income eligible for these tax breaks. Film company earnings overseas are classed as royalties, Johnston explained, and so are not eligible for these tax breaks.

Johnston suggested that film rentals be specifically made eligible for these tax advantages, and revealed that Sen. Johnson (D., Col.), a member of the committee, had already proposed an amendment which would do exactly this.

'Unfair for Two Reasons'

The MPAA president said he felt the exclusion of film rentals from the tax advantages in the House bill was particularly unfair for two reasons: Because motion pictures are such an effective means of communication, with the government frequently urging the industry to go into specific foreign countries to aid U. S. foreign policy; and because of the magnitude of the film industry's overseas operations.

The U. S. film industry has establishments in more than 40 countries, employing some 30,000 people, and services exhibitors in every country in the free world, Johnston declared. He emphasized—in answer to questions by Senators Carlson (R., Kan.) and Williams (R., Del.)—that the film industry does not have merely distribution points overseas but also has storage facilities, processing laboratories, printing plants, offices, studios and theatres.

"All these involve large and continually recurring financial risks and outlays, and all inure to the benefit of foreign countries," he stated. "For example, printing costs alone amount to $5,000,000 annually."

The expansion of the American film industry overseas has been undertaken despite discrimination from foreign countries and without any U. S. government subsidy, Johnston added. He said he felt sure the Senators would recognize that "the American motion picture industry in its operations abroad should be assured of equal treatment with other enterprises investing and doing business in foreign countries."

Another finance committee witness, David S. Brenner, a New York City accountant, urged that actors and other people in the entertainment field be allowed to deduct their ordinary and necessary business expenses in arriving at adjusted gross income.

Dewey Signs

(Continued from page 1)

lation grew out of the recent U. S. Supreme Court decisions, hitting at the "vagueness" of the term "immoral."

The Motion Picture Association of America, commenting on Governor Dewey's action in signing the censorship bill, expressed its regrets. The move, declared the MPAA, "sets back the cause of freedom of expression. The bill," continued the MPAA, is a "restraining," "repressive" measure.

Dewey said in a memoradum: "Recent Supreme Court decisions have indicated that the term 'immoral' may not be sufficiently definite for constitutional purposes. The primary purpose of this bill is to define 'immoral' and 'tend to corrupt morals' in conformance with the apparent requirements of these cases. It does so by defining them in terms of 'sexual immorality.'"

The Governor said the new section would make the law conform to the "tenor of recent court decisions" and proscribe the exploitation of "filth for the sake of filth."

Zukor Sees Improvement

(Continued from page 1)

ahead of anything else yet," expressing enthusiasm for its definition and clarity. Asked if he thought that the industry will embrace the VistaVision system, he said it is too early to tell. Eventually, however, he predicted that the industry will agree on a dimension uniformly acceptable to all, similar to the adoption of a sound system when "talkies" were first introduced.

Regarding sound, Zukor said he felt that with a large screen the sound should come from the position of the figure on the screen. In small theatres, he went on, perhaps two horns behind the screen is sufficient. He added that he has heard Perspecta Sound, the system adopted by Paramount, Warner Brothers and Loew's, and described it as "wonderful." At this point, the industry pioneer was quick to point out that Paramount is not in the equipment business, nor is it tied to any system. Paramount, he declared, will use all techniques which enhance the entertainment qualities of its pictures. VistaVision, he predicted, will be acclaimed at the April 27 demonstration here at the Radio City Music Hall.

Zukor opened the press conference, saying that he was "overwhelmed" by the line-up of Paramount product for the next 12 months, citing the variety to be offered by the studio. The Paramount board chairman expressed his opinion that the media in itself does not make or break a picture. The important thing, he held, is the cast, the story, the director and producer. And in today's market, he added, "we realize that unless you have a story of outstanding quality it isn't worth making."

He cited the need for quality pictures as the reason Paramount has cut down on "numbers" and concentrated on "outstanding" pictures. Among the Paramount pictures he felt "very high" over were: "Elephant Walk," "Knock on Wood, "Sabrina Fair," "White Christmas," "Living It Up," "Rear Window," "Big Top," "The Country Girl" and "Strategic Air Command." He called such a lineup the industry's "best insurance" for its survival.

As to VistaVision cameras, he predicted that within two or three months there will be a sufficient supply for Paramount and other producers.

Cagney to 'Roberts'

HOLLYWOOD, April 12.—James Cagney will return to the Warner studio to portray the skipper in "Mr. Roberts." It will be the first time that he has appeared in a second starring position.

Reopen Balt. House

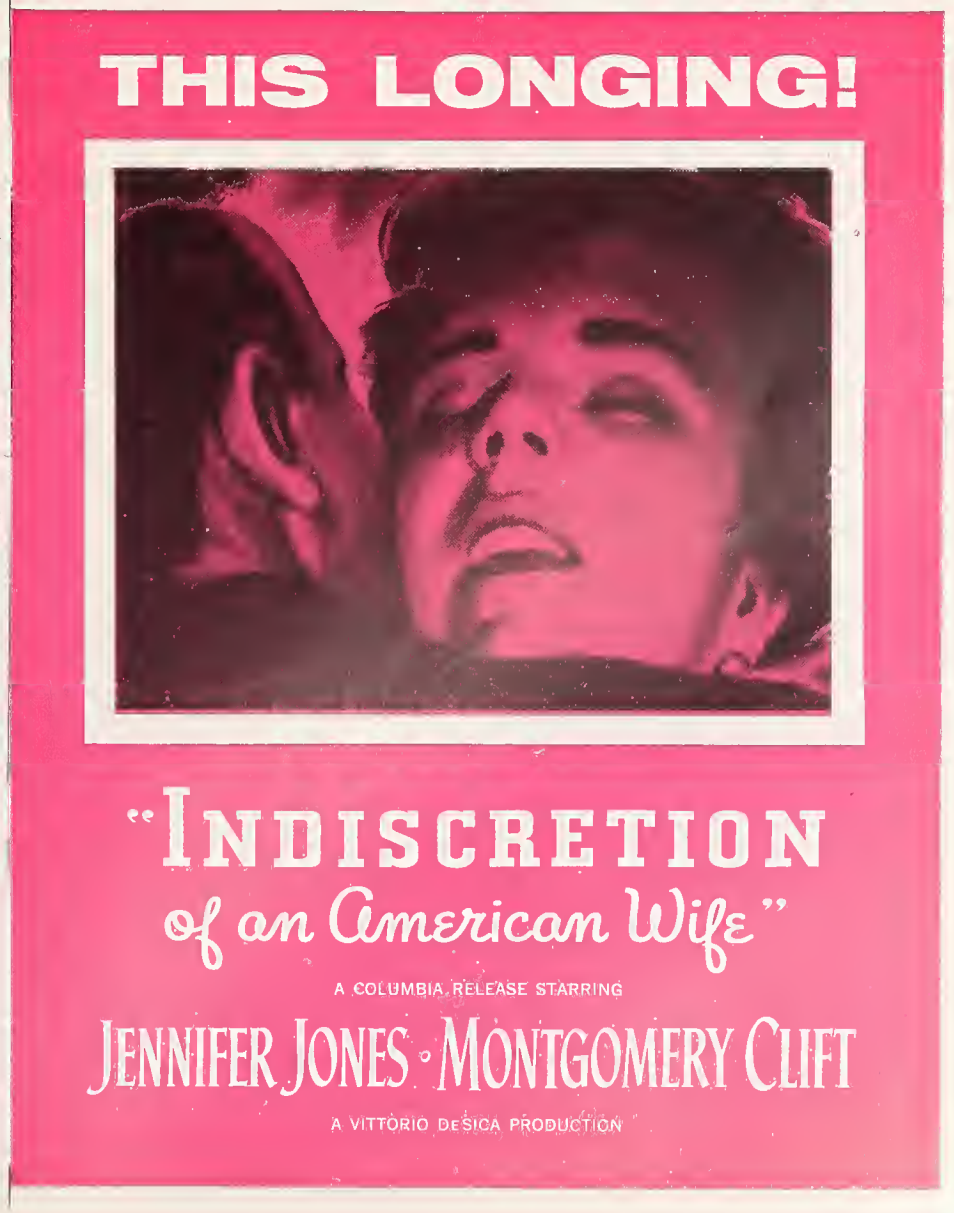
BALTIMORE, April 12.—The Astor Theatre here, which has been closed for almost a year, is being reopened by Abel Caplan.

Wallingford House Sold by Wilkinson

HARTFORD, April 12.—George H. Wilkinson, Jr., president of the MPTO of Connecticut, and owner of the Wilkinson and Strand Theatres at Wallingford, Conn., has sold the Strand building and land to Wallingford businessmen Charles Thomas and Harold Granucci, who plan to tear down the structure and build a modern commercial block.







35TH ANNIVERSARY

CONGRATULATIONS!

1919 1954



FROM THE NSS

Prize Baby!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 71 NEW YORK, U. S. A., WEDNESDAY, APRIL 14, 1954 TEN CENTS

Exploratory Talks

TOA Confers With MPA on Trade Issues

Mull Problems Such as Color Newsreels, Ads

A wide variety of exhibition-distribution problems, ranging from a new approach to advertising to the need for color in newsreels, were discussed here yesterday at a top echelon meeting of the Theatre Owners of America and the sales managers committee of the Motion Picture Association of America.

The meeting, which was described as exploratory in nature, may lead to a series of sessions between TOA and the MPAA group, it was stated. Attending for TOA were Walter Reade, Jr., president, Leonard Goldenson and Myron Blank.

A strong bid for color newsreels was said to have been registered by the exhibition leaders. In addition, there was sentiment in favor of more color in shorts and features.

On the question of advertising, is-

(*Continued on page* 5)

To Send Another Bid To Allied to Attend Arbitration Meeting

Despite the fact that Allied States Association has rejected a bid to participate in a meeting to discuss the establishment of an industry arbitration system, the organization will be sent another invitation for the session tentatively set for mid-May.

The sales managers committee of the Motion Picture Association of America will seek to have all exhibitor groups, as well as those theatre men who do not belong to any

(*Continued on page* 7)

Switch Wanger Film From AA to 20th

Walter Wanger's CinemaScope production, "The Adventures of Hajji Baba," originally slated for Allied Artists release, has been acquired by 20th Century-Fox and will be placed on the company's early fall schedule. The picture currently is in production.

The switch to 20th-Fox was negoti-

(*Continued on page* 4)

N. J. ALLIED OK's PRODUCING PLAN

Allied Theatre Owners of New Jersey yesterday approved in principle the national organization's production arrangement with Hal R. Makelim and set preliminary plans for a meeting of Eastern exhibitors with Makelim here on May 20. The meeting, it was reported, will not be limited to Allied members.

The New Jersey unit's members yesterday complained that not only the product shortage has become acute, but that the print shortage "is getting worse by the day," according to president Wilbur Snaper. Not only are the subsequent runs suffering from the dearth of product, said, Snaper, but they can't get prints for pictures they have booked.

It was pointed out that the New Jersey exhibitors look upon the national Allied plan as at least a partial solution to their problems.

'Holders Told

Decca Plans to Purchase More Stock of Universal

Further purchases of Universal Pictures stock by Decca Records was forecast here yesterday by Milton R. Rackmil, president of both Universal and Decca.

Rackmil made the forecast at the annual stockholders meeting of Decca, the company which already owns 67 per cent of Universal. Announcement of the plan was disclosed in connection with a Decca management proposal to increase the number of outstanding Decca stock another 1,000,000 shares.

The stock issue was one of the many problems discussed at yesterday's meeting, which adjourned until tomorrow afternoon for the completion of the counting of ballots in the Decca proxy contest.

The role of Universal in boosting the profit earnings of Decca was reflected in a number of addresses, including that of Rackmil and Alfred E. Daff, Universal executive vice-president. Daff, replying to charges made by the opposition group led by George L. Lloyd, praised the Universal management team under the leadership of Rackmil. He also predicted a record

(*Continued on page* 4)

TOA Members Eye Production: Blank

Members of Theatre Owners of America as individuals, and not as an organization, are probing the production field along the lines in which Allied States Association is participating, Myron Blank, president of Central States Theatres, said here yesterday.

Blank said that TOA members, in general, were favorable to the Allied plan but that no project was being initiated to parallel it. However, he said that some TOA men were becoming active in production units, personally and financially, and that the movement probably will grow as the current product shortage becomes more serious. He indicated that Fred

(*Continued on page* 5)

Pola-Lite 3-D Units In 15 More Houses

Pola-Lite's new single-track 3-D projection system will be installed in theatres for 15 additional playdates on Universal - International's "Creature From the Black Lagoon," it was announced by Al O'Keefe, vice-president in charge of distribution for the Pola-Lite Co.

All playdates are scheduled to take place before the end of April, O'Keefe revealed. Among the 15 theatres using Pola-Lite's single-track 3-D equipment with "Creature" are: Utah Theatre, Salt Lake City; Warner, Oklahoma City; Strand, Waterloo, Ia.;

(*Continued on page* 7)

Warn Ky. Exhibitors On Old Tickets Use

Kentucky exhibitors have been warned that unless they reduce admission prices in order to pass the Federal tax cuts on to their patrons, they will have to order new tickets immediately. Previously, U. S. Internal Revenue announced that exhibitors had 60 days in which to obtain new tickets.

Theatre admissions are taxed in Kentucky on a sliding scale based on the basic price of the ticket, it was explained by David K. Walker, state

(*Continued on page* 4)

No Explanation

Premium Price For RKO Stock Poses Mystery

Company Concerned; to Seek Buyers' Identity

If the person or persons now buying RKO Pictures stock at a premium price are banking on profiting with it later, they may be destined to disappointment, some financial observers believe.

The RKO Pictures stock has been selling in large blocks at 6⅛ a share on the New York Stock Exchange during the past week. The stock is being called in at 6 under Howard Hughes' purchase offer. One rumor has been that the purchasers may be trying to amass more than five per cent of the issue on the theory that if Hughes plans to apply RKO's huge recent losses to the healthy profits of his other interests for tax purposes he will need 95 per cent of the RKO stock in order to qualify for the tax loss carryover.

Holders of six per cent of the stock, which would be about 235,000 shares, worth approximately $1,400,000, might

(*Continued on page* 5)

FPC's Net for 1953 Put at $3,611,005; Dividends Raised

TORONTO, April 13.—Expressing confidence in continuing progress, president J. J. Fitzgibbons today presented the 34th annual report of Famous Players Canadian Corp., which showed an improved financial position for the Dominion's largest theatre organization, with net profits from 1953 operations placed at $3,611,005, compared with $3,480,126 for the previous year. Fitzgibbons pointed out

(*Continued on page* 5)

Japan Issue May Go To Company Heads

A meeting of company presidents to allocate the fractional permits on film shipments to Japan was proposed here yesterday following an inconclusive meeting of the Motion Picture Export Association. The number of fractional permits among member MPEA companies totals five.

The proposal was suggested after

(*Continued on page* 4)

Personal Mention

MYRON BLANK of Central States Theatres, Des Moines, is in New York for business conferences.

•

E. K. (TED) O'SHEA, vice-president of Paramount Film Distributing Corp., became a grandfather yesterday for the fourth time with the birth of a daughter, KATHLEEN ANN, to his son and daughter-in-law, MR. AND MRS. E. K. O'SHEA, JR.

•

HENRY L. NATHANSON, president of M-G-M Films of Canada, Ltd., has returned to Toronto from a Miami vacation.

•

JOSEPH DOLGIN of the Pine Drive-in Theatre, Waterbury, Conn., and his wife, have returned to Hartford from New York.

•

CLIFF NELSON, Columbia Pictures production executive, will arrive here today from London via B.O.A.C. Monarch.

•

JEROME M. EVANS and ALFRED E. COHAN of Universal Pictures home office promotion department, has left New York for Chicago.

•

MRS. MARTIN SOLKIN, daughter of MILTON R. RACKMIL, president of Universal Pictures, gave birth to a daughter Monday.

•

LEO PILLOT, 20th Century-Fox special events director, will leave here tomorrow for Cleveland.

•

LOU FORMATO, M-G-M branch manager in Philadelphia, was in New York yesterday.

•

WILLIAM HORGAN, assistant manager at the Stanley-Warner Strand, Hartford, has resigned.

•

WILLIAM BROWN, Manchester, Conn., city manager for Stanley-Warner Theatres, has resigned.

•

GILL CRAIGIE, British film writer, will arrive here from London today via B.O.A.C. Mayflower.

•

MACK GRIMES, manager of the Biley theatres in Georgia, and MRS. GRIMES are the parents of a baby girl.

•

LILLIAN JEFFREY, secretary to Joseph R. Vogel of Loew's, has returned to New York from Mexico.

•

FRANK LYNCH is now managing the Salem Playhouse, Naugatuck, Conn.

•

CLAIRE TREVOR has arrived in Hollywood from Mexico City.

•

WILLIAM DELAY, M-G-M film editor, leaves here today for the Coast.

V.C. Ad Deadline Apr. 20

The closing date for advertising in the dinner journal for the New York Variety Club's first annual Heart Award dinner has been extended to April 20, Chief Barker Edward L. Fabian has announced.

Southwest Exhibitors Visit 'Vision' Set

FORT WORTH, Tex., April 13.—Southwest theatremen are taking advantage of the location filming of Paramount's "Strategic Air Command" at Carswell Air Force Base to examine VistaVision production techniques.

Among those who have attended the location shootings are Ray Willie, general manager of Interstate Theatres; Frank Starz, the circuit's publicity and advertising chief; Ray Jones, Interstate buyer; William Mitchell, general manager of Consolidated Theatres; William O'Donnell, general manager of Trans-Texas Theatres; Lou Novy, Trans-Texas president; John Rowley of Rowley United Theatres; Dave Callahan, Rowley United buyer; Don Douglas, Rowley ad-publicity chief; Frank Weatherford, Interstate Fort Worth city manager.

Also, Claude Ezell and Al Reynolds of the Ezell Drive-In-Circuit; Phil Isley of Isley Theatres; Heywood Simmons, Simmons Circuit; H. J. Griffith and Ray Higond of Theatre Enterprises; Karl Hoblitzelle, Interstate.

Cameraman William Daniels explained the operation of the VistaVision cameras.

200 Attend Paramount VistaVision Demonstration

HOLLYWOOD, April 13.—Two hundred guests, including local and Texas exhibitors, producers, directors and motion picture chairmen of Los Angeles' Parent Teacher groups, attended the 48th in a series of intertrade demonstrations of Paramount's VistaVision held on the studio's Stage 17 recently. Film clips from Paramount pictures now in production were shown.

Five More Join UA Anniversary Group

Five more industry executives have accepted posts on the honorary committee for United Artists' 35th anniversary testimonial dinner sponsored by the Variety Club, Tent No. 13, in Philadelphia on May 5.

The following were named by Jay Emanuel, chairman of the dinner committee: Herman Robbins, president of National Screen Service; Sam Rosen, vice-president of Fabian Theatres; Sidney B. Lust, president of Lust Theatres in Washington, D. C.; Walter E. Green, president of National Theatre Supply and Milton Schwaber, president of Schwaber Theatre in Baltimore.

Graham Winds 'Wild' Prepares 'Cougar'

HOLLYWOOD, April 13.—Frank Graham, whose "Challenge the Wild," United Artists, climaxes 36 years as an exhibitor in five Washington cities, has completed production of "The Big Stampede," which like "Challenge the Wild" was filmed in Northern Canada, and is preparing "Cougar Canyon" as his next. UA is planning to open "Challenge of the Wild" with a saturation booking throughout the Northwestern states on Memorial Day.

ITOO Hits Rates of Cleveland Carriers

COLUMBUS, O., April 13.—Carrier rates of the Film Transit Co. in Cleveland are "unjust, unreasonable and discriminatory," William V. Blake, attorney for the Independent Theatre Owners of Ohio, said this week in answer to the report of James L. Fullin, Jr., attorney examiner for the Ohio Public Utilities Commission.

Blake stated that Fullin's report is in error in finding that the average increases are 21 per cent.

The increases range from 5½ per cent to 71 per cent, said Blake, who added that Fullin "would have the Commission find that it is legal and lawful to charge different rates for the same service at the same or intermediate points."

"Is it legal and lawful," asked Blake, "for the carrier to charge two different rates at both Elyria and Lorain, or charge more for service at Lorain than is charged at the more distant points of Vermillion and Huron; or at Elyria than at the more distant points of Oberlin or Leipsic, Ottawa or Columbus Grove? These are points intermediate to Findlay and Lima, at which lesser rates are charged."

$100,000 Increase in Assets

Blake said that Film Transit's assets in 1952 showed an increase of almost $100,000. Mr. and Mrs. P. L. Tanner are the only stockholders.

Robert Wile, ITOO secretary, said in a recent bulletin that the theatremen's association will not contest application for increase in rates by Film Deliveries of Columbus. Rate increases asked are "modest," Wile said. The new rates will go into effect on April 18.

Farewell Luncheon For Major Thompson

Major Leslie E. Thompson will be tendered a luncheon at "21" here tomorrow by his RKO Theatres associates. Thompson recently resigned as labor relations director but will continue as labor consultant for RKO and other theatrical enterprises and will open his own office for the services after a vacation.

Guests at the luncheon will include Sol A. Schwartz, William W. Howard, Thomas F. O'Connor, William F. Whitman, Harold E. Newcomb, Harry Mandel, Robert Sherman, Matthew Polon, Thomas J. Crehan, Miss Mary E. Tuttle, Charles Horstman, Lee Koken, Dan Friendly, Michael Edelstein, Sigurd Wexo, Charles Oelreich and Edward Sniderman.

Kolbert to Europe

In the hope of instituting a first-run foreign film policy in some of his theatres in New York, Stanley Kolbert, vice-president of Interboro Theatre Circuit, will leave for an extended trip to European film capitals on Monday. He will visit studios in Rome, Paris, Madrid and London.

'Caine' to Capitol

Columbia's "The Caine Mutiny" will have its world premiere at the Capitol Theatre on Broadway this summer. No date has been set.

Bamberger Is Named To Communications Commission of NCCJ

The Commission on Mass Communications of the National Conference of Christians and Jews, of which Harold E. Fellows is chairman, has elected Leon J. Bamberger to membership.

Other members in the amusement field are: Oscar Hammerstein, Taylor Mills, Oscar Morgan, Abram F. Myers, Robert J. O'Donnell, J. Robert Rubin and Max E. Youngstein.

The annual meeting of the Commission will be held on April 20 in the Hotel Commodore here.

Moderate Price Cuts In Knoxville and K.C.

Reports still being received here as a result of MOTION PICTURE DAILY's survey of the nation's key cities following the revision of the Federal admissions taxes, show that prices charged by theatres are in the great majority of cases either unchanged or very slightly reduced.

In Knoxville, local theatres have cut their prices by five cents, where the rate formerly was 50 cents, and from 10 to 15 cents on the uptown admissions. These rates will be increased, however, for CinemaScope and for all special attractions.

In Kansas City, the first run theatres which held to their former prices after April 1, while finishing runs of 3-D or CinemaScope, have in a few cases reduced their rates. The Paramount, formerly charging 65 and 85 cents, has sliced five cents from each figure, while a 10-cent reduction has been put into effect at the RKO Missouri.

Most houses, however, are holding to their former scales.

Goldman Recoveries Found Non-Taxable

PHILADELPHIA, April 13. — The United States Court of Appeals for the third circuit has held as nontaxable two-thirds of the recovery by William Goldman Theatres Co., against the major film companies in its 1948 anti-trust suit.

The appeals tribunal said, "we are of the opinion that the ordinary man using the terms of common speech would not regard punitive damages as 'income.'" The court added that two-thirds of the judgment awarded in the treble damage action cannot be considered "as products of capital or labor," and so does not fall within the definition of income.

30 Pictures Now in Production on Coast

HOLLYWOOD, April 13. — Start of four pictures and finish of three others lifted the over-all shooting level to 30 pictures in camera stages.

Started: "Adventures of Hajji Baba," Wanger (A-A); "Green Fire" (M-G-M); "Suddenly," Robert Bassler (U-A); "Shadow Valley" (U-I).

Finished: "Bat Masterson, Bad Man" (Col.); "Big Top," Hal Wallis (Para.); "Country Girl" (Para.)

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SPRING IS HERE!



–and your friendly Leo is full of PEP!

WOW!

That thunderous Preview acclaim at Fox Village Theatre, Westwood, Cal. for M-G-M's rousing musical **"SEVEN BRIDES FOR SEVEN BROTHERS."** (CinemaScope — Color)
—Jane Powell, Howard Keel

OH BOY!

Those M-G-M Springtime Star Hits:
"FLAME AND THE FLESH" (Technicolor)
Lana Turner, Pier Angeli, Carlos Thompson
"BETRAYED" (Color)—*Clark Gable, Lana Turner, Victor Mature, Louis Calhern*
And The Big Musical
"THE STUDENT PRINCE"
(CinemaScope — Color) — *Ann Blyth, Edmund Purdom, and the singing voice of Mario Lanza*
— And Many More!

HOORAY!

That exploitation job done in 4 test spots for M-G-M's **"PRISONER OF WAR"** playing "A" time proves that showmanship pays off!
Ronald Reagan, Steve Forrest, Dewey Martin, Oscar Homolka

SOCK!

That **"ROSE MARIE"** business at Radio City Music Hall *(tops "Knights of the Round Table")*. M-G-M's romantic musical in color is a springtime tonic everywhere!
(CinemaScope—Color)
Ann Blyth, Howard Keel, Fernando Lamas

WHEE!

That ever-growing acclaim for M-G-M's **"EXECUTIVE SUITE"**! Critics at advance screenings state that they've already set it in among their "10-Best of the Year."
William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch

FLASH!

From Boxoffice Magazine: "M-G-M has 2 out of the TOP 3 money hits of the Winter Quarter; 'KNIGHTS OF THE ROUND TABLE' (269%), 'JULIUS CAESAR' (227%)."

1924-1954 MGM 30th ANNIVERSARY JUBILEE

Decca to Buy 'U' Stock

(*Continued from page* 1)

year for the picture company, topping the business mark set by the company the last few previous years.

In his address, Rackmil deplored the proxy fight and called it "unfair" that the opposition had labeled him a "part-time" president of the record company. He blamed the decline in Decca sales to cyclical changes in the public taste, citing an analogy with the Metro-Goldwyn-Mayer star system. Rackmil told stockholders that M-G-M, at one period, found itself with a "stable of stars" who in the past had been "the greatest in the business" only to find that later they did not command the same popular appeal. Decca Records, he continued, has gone through the same cycle and now, he added, steps are being taken to correct the situation.

Increase Over 1953

First quarter earnings of both Universal and Decca, he added, show an increase over the previous year. In connection with Decca's plan to purchase more Universal stock when the time is "propitious," Rackmil called Universal "probably the most successful film company in the business." He mentioned that Decca's stock purchase plan would be similar to the proposal made earlier this year by Decca to Universal's stockholders to exchange Universal stock for Decca shares. The response to the earlier proposal, he continued, was "far in excess" of Decca's proposal.

The opposition slate offered the following as directors: Lloyd, Bert Lytell, Spencer Samuels, Clarence Derwent and H. Marshall Robertson. As previously reported, the management slate, in addition to Rackmil, consisted of the following: Leonard W. Schneider, Robert W. Lea, Harold I. Thorp and Samuel H. Vallance.

65% Represented by Proxy

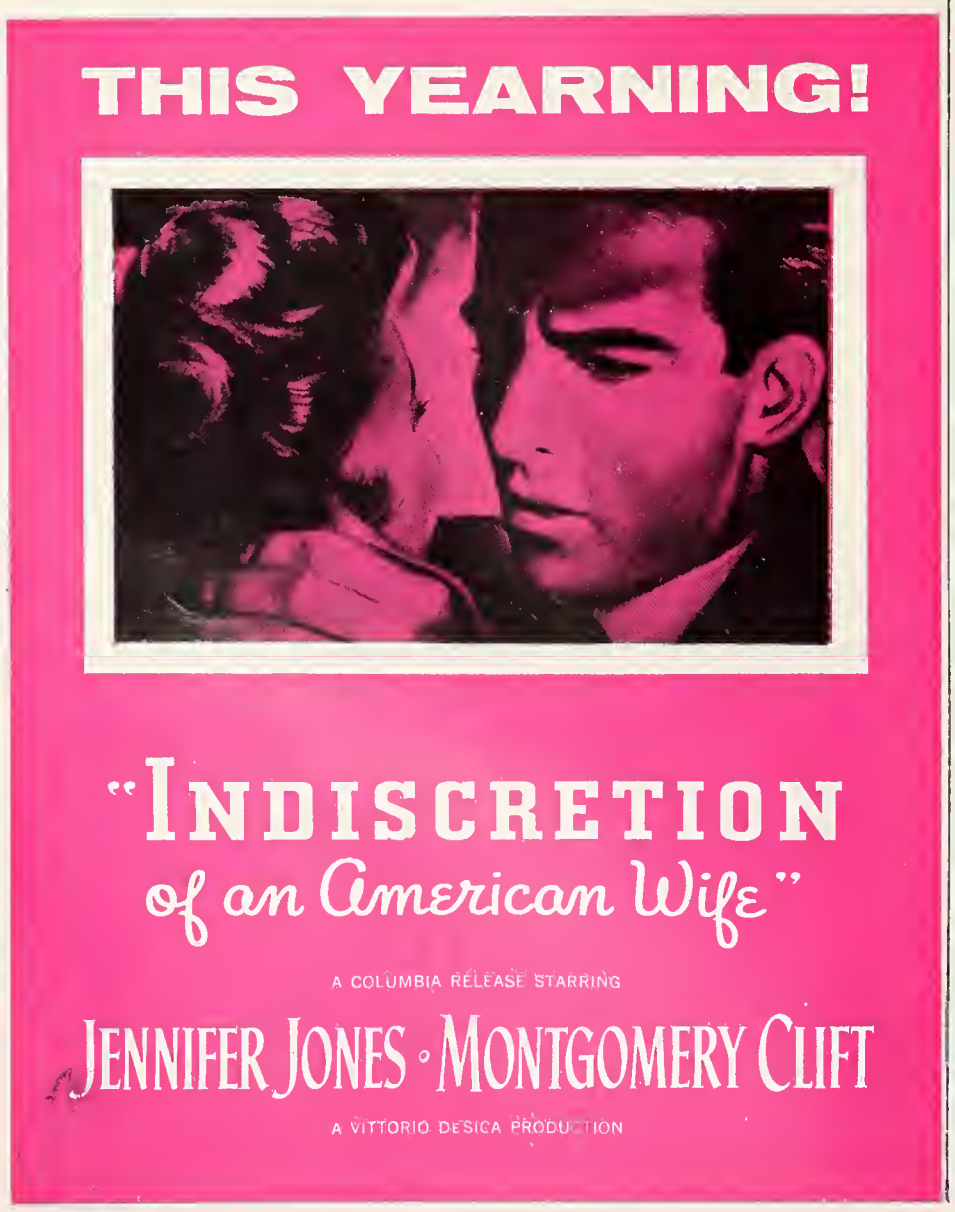
Samuel Yamin, Decca secretary, reported that 959,752 shares, about 65 per cent of the outstanding stock, was represented by proxy at yesterday's meeting.

A lawyer representing Robert Allen, the newspaper columnist who is a Decca stockholder, said that Allen withdrew his support from the opposition group after a columnist claimed that Serge Rubinstein was connected with the opposition. Many of the stockholders' protests against management concerned the salaries of officers and the decline in the sales volume of Decca.

Adolph Schimel, Universal vice-president and general counsel, temporarily sat in as secretary to the Decca meeting in the absence of Yamin.

Fox-SPG Pact Meet Set

The negotiating publicists representing the Screen Publicists Guild (New York) will meet with 20th Century-Fox officials tomorrow to discuss a new contract. The present pact expires April 17.



Knoxville, Memphis Far Apart on 'Line'

KNOXVILLE, Tenn., April 13.—The Knoxville Board of Review has decided not to ban "The French Line," recently banned in Memphis.

The board's decision indicated "no reason to ban it," commenting, "not much different from most musical comedies." However, Knoxville remains as one of the largest cities in the nation in which Sunday showings are still illegal.

Old Tickets

(*Continued from page* 1)

excise tax director, who said that it was illegal for theatre operators to keep the same admission price after the Federal tax cut and continue to use the old tickets.

Walker said that if a Kentucky exhibitor wanted to keep the same total price, he may find that his state tax has gone up. The state tax on admissions of 11 to 18 cents is one cent; 19 to 28 cents, two cents; 29 cents to 38 cents, three cents; 39 to 48 cents, four cents; 49 to 58 cents, five cents, and so on.

In an example of a theater which had been charging a total admission of 54 cents, the total broke down as follows: Basic admission, 42 cents; 20 per cent U.S. tax, eight cents; Kentucky tax, four cents, for a total of 54 cents.

Walker said that since the basic admission is 50 cents or lower, no more Federal tax can be charged. The theater may charge 46 cents total admission and continue to use its old tickets.

But, said Walker, if the theater continues to charge 54 cents, its Kentucky tax will go up a cent, and it is required to use new tickets. The breakdown would be: Basic admission, 49 cents; Kentucky tax, five cents, for a total of 54 cents.

Wanger

(*Continued from page* 1)

ated on the Coast last week by Spyros Skouras, president, and Al Lichtman, director of distribution.

In a report to home office executives yesterday, Skouras said he had seen all or portions of 11 upcoming 20th-Fox pictures during his studio visit last week and that he believed the lineup was one of the best in company history.

Titles and release dates of the CinemaScope-stereophonic sound roster, as announced by Skouras, are: "River of No Return," May; "Three Coins in a Fountain," June; "Broken Lance," August; "The Egyptian," September; "A Woman's World" and "The Adventures of Hajji Baba," October; Irving Berlin's "There's No Business Like Show Business," November, and "Desiree" and "Untamed," December.

Japanese Issue

(*Continued from page* 1)

the foreign managers failed to agree on an allocation, a project which must be completed before May 10, or the five permits will be lost, it was explained. If a meeting date prior to May 10 of company presidents fails to materialize by next Tuesday, the foreign managers on that day will again tackle the problem, it was added.

National Pre-Selling

MARKING a new departure in advertising media selection for a theatre circuit, Stanley Warner has launched a national magazine campaign for Cinerama.

The first ad, in full column space, appears in the April 12 issue of "Life." It lists 10 theatres now playing the Cinerama show and also announces the opening at the Century Theatre, Minneapolis on April 19. Also scheduled for this ad are: "Look," "Collier's," "Saturday Evening Post," "Time," "Woman's Home Companion" and "McCall's."

•

"Rose Marie" is represented by an ad on the table of contents page in the April issue of "Woman's Home Companion."

In the same issue, "The Holly and The Ivy," "The Command" and "The Boy From Oklahoma" are recommended by Phil Hartung, the "Companion's" critic.

•

"'The Boy From Oklahoma' has Will Rogers, Jr., cast as an amiable cowboy who rides into a mess of trouble and stays on to straighten things out," reports Ed Miller in the April issue of "Seventeen." "Continuing an honorable movie tradition begun by his father many years ago, Will thwarts the villains, encourages the good folk by his gentle wit and deceptively easy-going tactics and gets the girl, Nancy Olson."

•

"The Barefoot Contessa" receives the benefit of an interesting camera study of Ava Gardner made by "Life's" photographer David Douglas Ducan. The photographic study covering five pages was made on location in Rome and appears in the April 12 issue of "Life." The photographs reveal that Ava Gardner gave untiring effort and deep concentration to the starring role in "The Barefoot Contessa."

•

"Yankee Pasha" receives the support of a 24-page Travel Fashion section in the May issue of "Photoplay." Featured in the section are Mamie Van Doren and many Universal-International starlets. Universal News will feature the girls who appeared in Photoplay's Fashion Section in a forthcoming issue of Universal News that has been booked into 6,000 theatres.

•

"Prince Valiant" has been chosen "Picture of the Month" for May by Florence Somers of "Redbook."

•

"Knock on Wood," "Student Prince," "Saskatchewan" and "Naked Jungle" are recommended by Ruth Harbert in the May issue of "Good Housekeeping."

•

Audrey Hepburn, star of "Sabrina Fair," receives a plug in the current issue of "Look" Three pages are devoted to the Academy Award winning star and her current play on Broadway.

•

"There's No Business Like Show Business" receives a plug in the April 16th issue of "Collier's." A two-page spread is devoted to an interview and full color photograph of Sheree North, the film's dancing star.

WALTER HAAS

OK Motion to Amend Ontario Theatres Act As Session Closes

TORONTO, April 13.—The Ontario Legislature approved a motion to amend the new Ontario Theatres Act in closing stages of its session here. The amendment provides that sanction from a local municipal government is necessary in written form before the Ontario government can issue a license for the operation of a new drive-in theatre.

The mover, H. C. Nixon, indicated that a municipality previously was unable to act when objections were raised by local residents to the site of new drive-in projects.

Myron Blank

(*Continued from page* 1)

Schwartz, Century Circuit executive, was the most active in promoting production, but that other TOA leaders were "at least thinking" about forming production units.

Commenting on the admission tax adjustment, Blank, who operates theatres in Iowa and Nebraska, said that it was too early to state its effect, but that "it should help." In his own circuit, the first quarter of 1954 showed a lower gross than the corresponding period of the previous year, but he looked for the tax cut to be of considerable benefit to offset this slump.

To Bow at Astor Theatre

Paramount's "Elephant Walk" will open at the Astor Theatre in New York on April 21, the film company announced here yesterday.

FPC Profit

(*Continued from page* 1)

that the equity of 5,243 shareholders amounted to $29,881,397, for an increase of $831,690. Earnings from operations, including higher box-office grosses were $6,821,540, while the year-end balance was $19,116,507 against $18,284,817 at close of 1952. 1952.

The total for net current assets was $9,474,238, an increase of $1,279,143. With the amount earned for common shares at $2.08, the first regular quarterly dividend of 1954 has been raised to 37½ cents from 35 cents.

Fitzgibbons enthusiastically reported on the company's expansion in the television and Telemeter fields, its entry into the air-conditioning business, adoption of CinemaScope, acquisition of the chromatic TV color tube for Canada, early availability of Paramount's VistaVision pictures and improvement in product generally.

Four drive-in theatres are under construction by the company, it was pointed out.

TOA-MPA Meet

(*Continued from page* 1)

sues such as whether all media is being fully utilized, or whether one media should be more favored over another, were discussed. It was pointed out that people today have many entertainment outlets to choose from and that motion picture advertising should be keyed to handle such a situation. Winning the youngsters to the motion picture habit was also a topic of discussion.

RKO Stock Buying Mystery

(*Continued from page* 1)

figure that Hughes would be willing to pay not only more than his current offer of $6 per share for it, but also more than the $6.12½ at which it has been bought in the open market of late.

Present Tax Law Complex

On the other hand, financial observers point out that the tax law is extremely complex now and is currently scheduled for revision by the House Ways and Means committee. Even if Hughes at this point could, assuming he wanted to, take advantage of the tax loss carryover provisions with respect to RKO Pictures, there is no assurance that the new law will not prohibit its benefits where stock has been acquired for that purpose.

Moreover, associates of Hughes assert that they know of no plans which he may have for the parent company. Assuming Hughes has no plans other than the liquidation of the top company, there would be no reason for him to pay a premium price to redeem the outstanding six per cent or more of company stock, it is argued.

In that case, those who paid a premium for the shares recently would stand to lose rather than gain.

RKO Radio officials as well as financial sources are at a loss to explain the stock buying at the premium price, or to identify the buyer. They are extremely curious and, it is reported, will confer with counsel this week to discuss all probable, and possible, reasons for the market action.

It is reported that the company already has been given legal advice that the recent stockholders' suits against Hughes and other officers and directors of the company are dead and cannot be revived. One area of speculation over the market buying of the stock at a premium price was that it might be by speculators who figured a recovery through successful prosecution or settlement of the stockholders' suits would be reflected in the future value of the stock.

Now, however, legal opinion apparently rules out even that as a possible explanation of the market phenomenon.

Yesterday, 22,000 shares were traded; mostly at the premium price. However, the issue closed at 6, down one-eighth for the day.



MOVIELAB'S new preview theatre brings *TO THE EAST* the ultimate in projection.
- Three channel interlock projection
- 16mm interlock projection
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GERALD SHEA=

Gerald Shea Fulton Theatre Pittsburgh

POLALITE CO= 19 RECTOR ST NYK=
HAVING GONE THROUGH THE MANY NEW CHANGES THAT HAVE TAKEN PLACE IN THE MOTION PICTURE INDUSTRY WITH EXHIBITORS SPENDING VAST SUMS TO GIVE THEIR PATRONS WHAT THEY WANT IT IS INDEED A GREAT RELIEF AND PLEASURE TO BE HONORED WITH THE NEW POLALITE 3D SYSTEM IN HARRISBURG ACTUALLY GIVING THE PEOPLE A TRULY FAR IMPROVED PICTURE AT PRACTICALLY NO EXPENSE WHEN OUR PATRONS WALKED UP THE AISLES SMILING AND MADE IT A POINT TO COMPLIMENT THE MANAGEMENT I COULDNT BE MORE CONVINCED THAT WE ARE TRULY GIVING THEM ULTRAMODERN 3D SATISFACTION=

B. J. Bispeck Senate Theatre, Harrisburg, Pa.

BISPECK SENATE THEATRE=

AL OKEEFE= POLA-LITE CO 19 RECTOR ST NYK=
ROXY THEATRE DETROIT HOLDING OVER CREATURE OF THE BLACK LAGOON EXTRA 3 DAYS STOP CREATURE HOLDS RECORD OF OPENING DAY FOR ANY THREE DIMENSIONAL FILM STOP YOUR POLALITE UNIT IS TERRIFIC PROJECTION AND THREE D ILLUSION GREAT STOP PLANNING TO RUN TAZA SON OF COCHISE ON SINGLE STRIP 3 D STOP REGARDS=
MILT HERMAN ROXY THEATRE DETROIT=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Milton Herman Roxy Theatre, Detroit, Mich.

Your theatre can have Pola-Lite 3-D Single Strip System for only $100.

Together with a minimum order of 6,000 Pola-Lite glasses in a period of one year!

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National Film Service Affiliate

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Feb. 21	BITTER CREEK Wild Bill Elliott Beverly Garland Carleton Young W—72 min. (Rev. 3/12/54)	(Feb. Releases) THE WILD ONE Marlon Brando Mary Murphy Robert Keith D—79 min. (Rev. 12/24/53) CHARGE OF THE LANCERS (Color) Paulette Goddard Jean Pierre Aumont Richard Stapley D—74 min. (3-D or 2-D) MISS SADIE THOMPSON (Color) Rita Hayworth Jose Ferrer Aldo Ray D—91 min. (Rev. 12/21/53)			(Feb. Releases) (2-D and 3-D) MONEY FROM HOME (Stereophonic Sound—Color) Dean Martin Jerry Lewis Pat Crowley Marjie Millar C—100 min. (Rev. 12/1/53) ALASKA SEAS Robert Ryan Jan Sterling Brian Keith D—78 min. (Rev. 1/26/54)		ROB ROY, THE HIGHLAND ROGUE (Color) Richard Todd Glynis Johns D—85 min. (Rev. 11/25/53) (3-D) DANGEROUS MISSION (Color) Victor Mature Piper Laurie Vincent Price D—75 min. (Rev. 2/25/54)	(Feb. Releases) HELL AND HIGH WATER (CinemaScope—Color) Richard Widmark Bella Darvi D—103 min. (Rev. 2/2/54)	(Feb. Releases) THE MAN BETWEEN James Mason Claire Bloom Hildegarde Neff D— PERSONAL AFFAIR Gene Tierney Leo Genn Glynis Johns D—82 min. (Rev. 1/13/54) TOP BANANA (Color) Phil Silvers MC—100 min. (Rev. 1/28/54) OVERLAND PACIFIC (Color) Jack Mahoney Peggie Castle Adele Jergens D—73 min. (Rev. 2/9/54) BEACHHEAD (Color) Tony Curtis Frank Lovejoy Mary Murphy D—89 min. (Rev. 1/28/54)	(Feb. Releases) THE GLENN MILLER STORY (Color) James Stewart June Allyson D—116 min. (Rev. 1/6/54) (3-D) TAZA, SON OF COCHISE (Color) Rock Hudson Barbara Rush WD—79 min. (Rev. 1/29/54)	THE BDY FROM OKLAHOMA (Color) Will Rogers, Jr. Nancy Olson Lon Chaney C—88 min. (Rev. 1/18/54)
Feb. 28	RIOT IN CELL BLOCK 11 Neville Brand Emile Meyer D—80 min. (Rev. 2/8/54)		BLACKOUT Dane Clark D—(5309)	TENNESSEE CHAMP (Color) Shelley Winters Dewey Martin D—73 min. (Rev. 2/18/54) ROSE MARIE (Color) Ann Blyth Fernando Lamas Howard Keel MD—104 min. (Rev. 3/3/54)		FLIGHT NURSE Joan Leslie Forrest Tucker Arthur Franz D—90 min. (Rev. 11/17/53)			CRIME WAVE Sterling Hayden Gene Nelson Phyllis Kirk D—74 min. (Rev. 1/13/54)
March 7	PARIS PLAYBOYS Bowery Boys Veola Vonn C—62 min. (Rev. 3/5/54)							(March Releases) NIGHT PEOPLE (CinemaScope—Color) Gregory Peck Broderick Crawford Anita Bjork Rita Gam D—93 min. (Rev. 3/12/54) NEW FACES (CinemaScope—Color) Ronny Graham Eartha Kitt Robert Clary M—98 min. (Rev. 2/19/54) RACING BLOOD (Color) Bill Williams Jean Porter Jimmy Boyd D—76 min. (Rev. 3/19/54)			DUFFY OF SAN QUENTIN Paul Kelly Joanne Dru Louis Hayward D—78 min. (Rev. 2/15/54)
March 14	MR. POTTS GOES TO MOSCOW Oscar Homolka Nadia Gray C—93 min. (5400) (Rev. 9/14/53)						CARNIVAL STORY (Color) Anne Baxter Steve Cochran D—95 min. (Rev. 3/24/54)				(3-D) PHANTOM OF THE RUE MORGUE (Color) Carl Malden Claude Dauphin Patricia Medina D—84 min. (Rev. 3/1/54)
March 21	DRAGONFLY SQUADRON John Hodiak Barbara Britton D—83 min. (Rev. 2/9/54)	(March Releases) IT SHOULD HAPPEN TO YOU Judy Holliday Peter Lawford Jack Lemmon C—87 min. (Rev. 1/15/54)			(March Releases) RED GARTERS (Color-Stereophonic Sound) Rosemary Clooney Jack Carson Guy Mitchell Pat Crowley MC—91 min. (Rev. 2/1/54)	GERALDINE John Carroll Mala Powers MC—90 min. (5302)	(3-D) SON OF SINBAD (Color) Dale Robertson Sally Forrest Lili St. Cyr D				
March 28	LOOPHOLE Barry Sullivan Dorothy Malone Mary Beth Hughes D—80 min. (5414) (Rev. 2/19/54)	BATTLE OF ROGUE RIVER (Color) George Montgomery Richard Denning Martha Hyer D—71 min. (Rev. 3/1/54) BAIT Cleo Moore Hugo Haas John Agar D—79 min. (Rev. 2/17/54)	FANGS OF THE WILD Charles Chaplin, Jr. Onslow Stevens Margia Dean D—(5311)—74 min. (Rev. 3/12/54)	GYPSY COLT (Color) Donna Corcoran Ward Bond Frances Dee D—72 min. (Rev. 1/28/54)	RED GARTERS (Color-Stereophonic Sound) Rosemary Clooney Jack Carson Guy Mitchell Pat Crowley MC—91 min. (Rev. 2/1/54) THE NAKED JUNGLE (Color) Eleanor Parker Charlton Heston D—95 min. (Rev. 2/15/54)					
Apr. 4	PRIDE OF THE BLUE GRASS (Color) Lloyd Bridges Vera Miles D—71 min. (Rev. 2/19/54)	(3-D) JESSE JAMES VS. THE DALTONS (Color) Brett King Barbara Lawrence W—65 min. (Rev. 2/4/54)	HEAT WAVE Alex Nicol Hillary Brooks D— (5310)	RHAPSODY (Color) Elizabeth Taylor Vittorio Gassman John Ericson D—115 min. (Rev. 2/16/54)		THE UNTAMED HEIRESS Judy Canova Don Barry George Cleveland C—70 min.	THE SAINT'S GIRL FRIDAY Louis Hayward Naomi Chance D—68 min. (Rev. 3/17/54)				RIDING SHOTGUN (Color) Randolph Scott Wayne Morris Jean Weldon W-75 min. (Rev. 3/4/54)
Apr. 11	THE DESPERADO Wayne Morris W—(5426)							(April Releases) PRINCE VALIANT (CinemaScope-Color) James Mason Janet Leigh Robert Wagner Debra Paget D—105 min. (Rev. 4/2/54) THE ROCKET MAN George Winslow Charles Coburn Spring Byington D—79 min. THE SIEGE AT RED RIVER (Color) Van Johnson Joanne Dru W—81 min. (Rev. 3/19/54)	(April Releases) SOUTHWEST PASSAGE (Color) Rod Cameron Joanne Dru W—82 min. HEIDI Elsbeth Sigmund D—98 min. (Rev. 12/24/53) THE LONE GUN (Color) George Montgomery Dorothy Malone W—78 min. (Rev. 4/6/54) (Re-Release) CHAMPION Kirk Douglas Arthur Kennedy Ruth Roman Marilyn Maxwell D—99 min. (Rev. 3/4/49) (Re-Release) HOME OF THE BRAVE James Edwards Frank Lovejoy Steve Brodie D—88 min. (Rev. 4/29/49)	(April Releases) MA AND PA KETTLE AT HOME Marjorie Main Percy Kilbride C—81 min. (Rev. 3/11/54) YANKEE PASHA (Color) Jeff Chandler Rhonda Fleming D—84 min. (Rev. 3/12/54) RAILS INTO LARAMIE (Color) John Payne Mari Blanchard Dan Duryea WD—81 min. Rev. 3/19/54	LUCKY ME (CinemaScope-Color) Doris Day Robert Cummings Phil Silvers M—109 min.
Apr. 18		(April Releases) DRIVE A CROOKED ROAD Mickey Rooney Dianne Foster D—82 min. (Rev. 3/17/54) THE IRON GLOVE (Color) Robert Stack Ursula Thiess Richard Stapley D—77 min. (Rev. 3/25/54)			(April Releases) CASANOVA'S BIG NIGHT (Color) Bob Hope Joan Fontaine Basil Rathbone Audrey Dalton C—86 min. (Rev. 3/1/54)					
April 25	ARROW IN THE DUST (Color) Sterling Hayden Coleen Gray Keith Larsen D—80 min.			EXECUTIVE SUITE All Star Cast D—106 min. (Rev. 2/23/54)							
May 2			MONSTER FROM BENEATH THE SEA Anne Kimbell Stuart Wade D—(5328)				SUSAN SLEPT HERE (Color) Dick Powell Debbie Reynolds Anne Francis C—				

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama

Italian Paper Backs Reorganization Plan Of ANICA's Monaco

The current issue of Italian film magazine "Unitalia" refers to the recent proposal of ANICA president, Dr. Eitel Monaco, for reorganization and consolidation of the producing setup around a number of sound business concerns. The magazine's lead editorial is indicative of vital new changes in the organization of the Italian film industry.

Editorial writer G. C. Castello points to his statement as evidence of Italian film makers' "serious ambitions of an industrial nature." Castello also applauds the trend toward economic centralization as the best way to achieve "a sound and solid production set up in which the Italian creative energy must be given all possible room to expand."

Part of the new long-range program of cooperation and co-production with other countries is the recently announced establishment of the ANICA foreign office directed by Dr. Renato Gualino.

The article predicts that the proposed industry reorganization with stable financing, long-term contracts and more extensive training of new film personnel, will improve the average level of production. Other improvements forecast in the editorial include a guarantee of support by larger established companies of serious independent producers, enablement of the neo-realists to further develop their style, and provisions for "ample room for production of minor creative ambitions."

Cannes-Award Film Processed by Pathe

"Neapolitan Carousel," a Lux Film which received one of the five international awards at the Cannes Film Festival in France, was entirely processed in the United States by Pathe Laboratories here.

Produced in Italy, the 15-reel musical was filmed in Pathecolor. In order to make the deadline for the festival judges, each day's film was flown to Pathe in New York where it was developed and inspected with negative reports cabled to Italy within 24 hours. Within 48 hours, Pathe had positive prints airborne to Europe.

The Japanese film "The Gate of Hell" was awarded the top prize at the yearly ceremonies with "From Here to Eternity" receiving a special award from the French judges, who felt that the Columbia Pictures' film had been amply rewarded with eight "Oscars" from the Academy of Motion Picture Arts and Sciences.

'Andersen' Set for Israel Distribution

Samuel Goldwyn's "Hans Christian Andersen" has been sold to Morris B. Kesten, president of Kayem Films Corp., for distribution in Israel. The picture will have its premiere in Tel Aviv in the fall, with physical distribution through Sun Film, Ltd.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

BASED on cases handled by the National Legal Aid Society, Borden's new dramatic series, "Justice," bowed in last Thursday at 8:30 p.m. TVia NBC with a drama featuring sock performances by Oscar Homolka, Dane Clark, Lili Darvas and Philip Abbot. John Rust is producer. . . . Warren Hull and Norman Brokenshire held a reunion on "Strike It Rich" last Friday, not having seen one another since they worked together at Aeolian Hall back in 1924 (the Hull you say). . . . Are les freres Warner considering Sloane Simpson for the fashion commentator spot for the Warner-Pathe News films? . . . And if not Sloane why not Ethel Thorsen, whose WPIX fashion shows Sunday nites have been drawing an average of 4,000 letters weekly? . . . After 18 consecutive years as staff announcer there (he started Feb. 29, 1936) we think that henceforth we can write his name Jack NBCostello. (NBCongratulations.)

☆ ☆ ☆

A special telefilm "Drivers' License," featuring Bambi Lynn, Rod Alexander and traffic expert J. C. Furness, author of "And Sudden Death," will be shot Monday to be shown on the May 23 stanza of the NBC-TVehicle, "American Inventory," produced by Bill Hodapp. The film will honor the 1953 winners of the Alfred P. Sloan Highway Safety Awards. . . . NBColor cameramen say that Rhonda Fleming is the most "hue-genic" of femmes so that net's West Coast biggies are planning a color show for her on which she'll sing. . . . Ralph W. Cummings, who has been composing successful jingles for years, has formed Cummings Productions with Alan J. Gilbert with the accent on "Music for Selling." . . . Jack Shaindlin, composer-conductor for numerous motion pictures and transcriptions (radio) and musical director for the Ford Foundation's "Excursion" series over NBC-TV, is out of New York Hospital where he underwent minor surgery. Sez Jack: I wish my agents to do likewise—make their cuts as small as possible. (gag ends) . . . Texas Children's Hospital in Houston, which receives 10 per cent of the royalties earned by Ernie Ford's songs (Ernie is on the Houston "Chronicle" staff), will again benefit by Ernie's latest composition, "There's No One Around" (To Say Goodbye To) which he wrote with Dick (Two Ton) Baker.



Bill Hodapp

☆ ☆ ☆

Max Liebman has signed Steve Allen to head 15 of next season's "Your Show of Shows," the bespectacled comic slated to work with other stars in the variety formats. "Y.S.O.S." will consist of original musicals, musical hits of the past, as well as old and new musical revues, the new series starting sometime in September and remaining on the NBChannel. . . . Caught the "Dotty Mack Show" Saturday at 7:30 P.M. on Channel 7 and were treated to a cleverly-contrived recorded musical with Dotty, Colin Male and Bob Braun "mouthing" (pantomime) the songs in appropriate and imaginative settings. . . . Victor's new X Label has just released balladeer Al Wallis' initial effort, "No Love Will Be Real," authored by the MBS-WORkers, Gene Clark, engineer supervisor, Mac Benoit; engineer, and Larry Dorn, producer. . . . Reub Kaufman of Guild Films has signed Frankie Laine to make a series of musical telefilms, scheduled to go before the cameras next week for Sept. 1 release. Programs will be a half-hour each with Laine supported by song and dance artists.

☆ ☆ ☆

Because programs 1015 and 1017 of Ziv's telefilm series, "I Led Three Lives," effectively deal with communist infiltration of civil defense groups, and in response to queries as to price of rentals, etc., from several military officers, John L. Sinn, Ziv-TV prexy, is making available to our Armed Forces these prints at NO COST. . . . Jay Jackson finishes his Philco NBChores at 9:57 P.M., catches a waiting elevator, dashes into a waiting police car and is rushed to Du Mont's Ambassador Theatre on W. 49th St. in time to be moderator of "Twenty Questions" which goes on at 10:00. . . . Our idea of how to spend 600 enjoyable seconds: listen to the "Bill Tabbert Show" every evening at 7:00-7:10 on WABC-TV, when the "South Pacific" lark fills the air with song.

Arbitration

(*Continued from page* 1)

organization, attend the meeting. A spokesman for the sales managers group said yesterday that Allied would be sent another invitation in the hope that it will reconsider its previous rejection.

Present plans call for the all-industry meeting to be held some time during the week of May 12, provided Eric Johnston, MPAA president, will be available. It is the intention of the committee to have Johnston at the session to express MPAA's views on a method for settling intra-industry disputes.

Pola-Lite 3-D

(*Continued from page* 1)

Unita, Provo, Utah; Strand, Marshalltown, Ia.; Roxy, Logan, Utah; Indiana, Bloomington, Ind.; Idaho, Twin Falls, Ida.; Main, Royal Oak, Mich.; Whalley, New Haven; Plaza, Brownsville, Pa.; Norwood, Florence, Ala.; Basil, Washington, Pa.; Temple, Welch, W. Va.; and the Shawano in Shawano, Wisc.

The Pola-Lite single-track 3-D system has played to the public in theatres in Detroit, Pittsburgh and Harrisburg, as well as to exhibitors at two important demonstrations held in Milwaukee and Chicago.

$100,000 for Caesar

PHILADELPHIA, April 13.—In its ninth week at the Acadia Theatre here, M-G-M's "Julius Caesar" passed the $100,000 box office gross mark, the company has reported.

Every week-day is
walt FRAMER
"Top-rating" day!
STRIKE IT RICH
THE BIG PAYOFF
walt FRAMER
PRODUCTIONS
"AMERICA'S LEADING INDEPENDENT TV PRODUCER"
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20th thanks

ALLIED

Caravan of Iowa and Nebraska

for saying *

"This writer had the pleasure to witness a showing of 'The Robe' in Allied member Arlo Thompson's beautiful Lake Mills, Ia., theatre. **

"Mr. Thompson's installation should be seen and heard by all exhibitors, for movies are on the march.

"Quality of Stereophonic Sound is good. To deny it is ridiculous. Magnetic sound reproduction is superior to optic and gives more latitude."



**From Organization Bulletin article*
by Charles Jones
as reproduced in FILM BULLETIN,
April 5, 1954

***Capacity: 427 seats; screen size 24'*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 72 NEW YORK, U.S.A., THURSDAY, APRIL 15, 1954 TEN CENTS

Trial in Gov't 16mm. Suit Delayed; Conference Apr. 21

HOLLYWOOD, April 14.—The Government's 16mm. anti-trust case against 12 distributor defendants probably will not come to trial before December at the earliest, James McGrath, government attorney in charge of the case, said here today. McGrath stated that between now and December, Justice Department attorneys will take numerous depositions in New York and elsewhere.

Attorneys for all defendants have been notified to appear before Federal Judge Harry C. Westover here next Wednesday for general discussions on the present status of their respective preparations. That day has been set aside by Judge Westover for the industry suit and 19 others which were transferred from eight other judges for conferences with all litigants for the purpose of establishing precedence. The anti-trust suits involve between $25,000,000 and $50,000,000.

Another Reduction

20th Moves to Cut Magnetic Recorder Cost

By MURRAY HOROWITZ

Negotiations are under way to reduce the cost of the penthouse head, required for magnetic stereophonic sound presentation, it was disclosed here yesterday by Spyros P. Skouras, 20th Century-Fox president.



Spyros Skouras

Skouras said that 20th-Fox has initiated talks with equipment firms to bring down the cost of the magnetic recorder to that of the integrator, the unit required for Perspecta Stereophonic Sound presentation. Skouras put the present cost of

(*Continued on page* 8)

Both in CinemaScope

Allied Artists and 20th-Fox In Joint 2-Picture Deal

Two pictures are involved in a joint production-distribution deal between 20th Century-Fox and Allied Artists. The pictures, both in CinemaScope, are "The Adventures of Hajji Baba" and "The Black Prince."

Under the partnership arrangement, both productions will be made by Allied Artists. Allied Artists will have the sole distribution rights to "The Black Prince" in the Western Hemisphere and 20th-Fox will have the Western Hemisphere rights to "The Adventures of Hajji Baba."

"Hajji Baba" is scheduled to start production on the Coast today. It is

(*Continued on page* 11)

Start Manufacturing Fiberglass Film Containers in June

Manufacturing of fiberglass film containers will start in June, it was said here yesterday by Harry Greenman, a director of U.S. Fiberglass & Industrial Plastics, Inc., which will make the product. A major testing company currently is putting the sample containers through rigid tests and, according to Greenman, the cans, to date, have met all the requirements.

The three-reel fiberglass containers weigh five and one-half pounds, compared with the 16-pound weight of the metal containers which now are in use. The company has selected a

(*Continued on page* 11)

Stricter Censor Law Urged for Baltimore

BALTIMORE, April 16.—A hearing has been scheduled by the Baltimore City Council's Ways and Means Committee for April 26 on a resolution calling for a stronger film censorship law. Sydney R. Traub, chairman of the Maryland State Board of Motion Picture Censors, has been invited to attend.

Now before the City Council, the resolution was introduced by Councilman Ambrose Kennedy. It calls for

(*Continued on page* 11)

First Step

Set Plans For First Meeting On Arbitration

Initial steps toward the establishment of an industry arbitration system took form yesterday when a sub-committee of the sales managers committee of the Motion Picture Association of America met here in the Paramount Bldg. to discuss an agend. for an arbitration session tentatively set for May 17 in the Hotel Astor. Eric Johnston, MPAA president, is expected to preside at the meeting.

The arbitration sub-committee consists of William Gehring, executive assistant general sales manager of 20th Century-Fox, representing Al Lichtman; A. Montague, Columbia; Charles Feldman, Universal, and A.

(*Continued on page* 8)

Columbia and SPG Agree on New Pact

The Screen Publicists Guild (New York) and Columbia Pictures have come to agreement on a new two-year contract which provides substantial salary increases, new minimum wage schedules, union shop and other bene-

(*Continued on page* 11)

ITALIAN PRODUCERS DENY REDS' REPORT OF FILM SHUTDOWN

By ARGEO SANTUCCI

ROME, April 14.—Answering an alarmist campaign in the Leftist press alleging that many producers have suspended activity in protest against government checks on politically and morally extreme productions, the Italian Producers Union today issued a categorical denial of all such inferences.

The producers, pointing out that the government will continue present film support legislation in force, asserted that they have decided to carry on their current production programs. In so doing they confirmed their intention to disassociate themselves from propaganda spread by the Communists.

Today's issue of the pro-Communist daily "Paese Sera," had announced that major companies, including Titanus, headed by Goffredo Lombardo, president of the Producers Union, and Lux Film, headed by Renato Gualino, managing director of I.F.E., had suspended all production. The Producers Union denial was addressed to these, as well as any other companies which might be affected by the statement.

Nevertheless, the industry situation will continue to be perplexing until the government's decisions affecting it are made known.

WB OPENS TWO-DAY DISTRICT MANAGERS MEET HERE TODAY

Two Tex. Drive-ins Get 'Scope Sunday

CinemaScope and stereophonic sound will be inaugurated at two Texas drive-in theatres on Sunday when Claude Ezell & Associates presents 20th Century-Fox's "The Robe" at the Jacksboro Drive-in, Fort Worth, and the Gulf Drive-in, Corpus Christi. The openings are being

(*Continued on page* 11)

A two-day meeting of Warner Brothers district managers starts here today to discuss the distribution lineup for the next five months. The sessions will be conducted by Ben Kalmenson, vice-president in charge of distribution, who described the program as being "one of the most impressive" in the company's history.

Productions to be discussed are "Lucky Me," the company's first CinemaScope musical, in color by WarnerColor; Alfred Hitchcock's

(*Continued on page* 8)

Personal Mention

SI FABIAN, president of Stanley-Warner, left here yesterday for Europe.

•

W. J. KUPPER, former managing director in Britain for 20th Century-Fox and now vice-president and general sales manager for Chromart Colour Organization, arrived in New York from London Tuesday.

•

LOU SCHAEFFER, formerly with the M & P and Western Massachusetts Theatres circuits, has been named manager of the Kounaris-Tolis Meriden, Meriden, Conn.

•

EMANUEL HALPERN of the law firm of Sargoy & Stein has announced the birth of his second child, a daughter, at the Beth-El Hospital in Brooklyn, N. Y.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, BARNARD LEVY and AL SICIGNANO have returned here after a visit to up-state New York theatres.

•

ALVA E. SMITH, Westrex Corp. radio installation supervisor, has returned to New York from Saigon and Hanoi, Indo-China.

•

KAY HARRISON, managing director of Technicolor, Ltd., will arrive here from London tomorrow via B.O.A.C. Monarch.

•

SARAH KING, mother of Maurice, Herman and Frank King, arrived here yesterday from the Coast.

•

NORMAN JAMES has been named assistant manager of B & Q's Bijou Theatre, Springfield, Mass.

•

MILTON HYAMS has joined the exchange staff at M-G-M's Connecticut branch in New Haven.

•

NATHAN E. GOLDSTEIN and his wife have returned to Springfield, Mass., from Sarasota, Fla.

•

MARTIN H. KELLEHER of the Princess Theatre, Hartford, has suffered a broken shoulder.

•

GEORGE SEATON, Paramount director, will arrive here Tuesday from the Coast.

•

SAMUEL GOLDWYN leaves New York tomorrow for the Coast.

•

NORMAN PANAMA is in New York from Hollywood.

Branson Returning

Walter Branson, RKO Radio general manager in charge of foreign operations, will leave France at the weekend aboard the "Liberte" for New York. His arrival here will be followed by conferences with RKO executives at the home offices.

Krim Is Honored by Italian Government

Arthur B. Krim, president of United Artists, was awarded the Cross of the Cavaliere Ordine D'Italia by the Government of Italy at a testimonial dinner held Monday in Rome, according to advices received at the New York offices of the company. The presentation was made by Nicola De Pirro, director general of the Italian Government Entertainment Industry Bureau at a luncheon which was attended by leading figures of the industry and nation.

The luncheon honoring Krim also paid tribute to the 35th anniversary of United Artists, which was praised by representatives of ANICA and AGIS, Italy's two industry organizations.

RKO Chicago Grand Returned to Lessees

CHICAGO, April 14.—The Grand Theatre here, operated by RKO Theatres since 1943 on a sub-lease held by the Winston Theatre Corp., an RKO subsidiary, was returned late yesterday by RKO to the lessees, a local group headed by Van A. Nomikos, vice-president of Allied Theatres of Illinois. Coincidentally, the building was sold yesterday to an undisclosed purchaser, but a source close to the Nomikos group discounted any possible connection between the sale of the building and RKO's exit from operation of the theatre. The same source also indicated that the Winston Theatre Corporation was without assets and therefore not vulnerable to suit for walking out on its sublease.

The Nomikos group, in the absence of Nomikos, who is on a trip to Greece, will continue to operate the 1200-seat downtown house in a first-run policy until further notice or until such time as Nomikos returns to confer on any possible changes.

Severance of RKO Theatres from operation of the Grand leaves the circuit with no theatres here. The Palace, now being operated by Stanley Warner as the Chicago showcase for "This Is Cinerama," was returned to the landlord by RKO in December of 1951.

Varied Program Set For 'Met' Telecast

Scenes from favorite operas, featuring top talent, will open the next season of the Metropolitan Opera on Nov. 8, the performance which will be telecast to theatres across the country, it was disclosed here yesterday by Rudolph Bing, general manager of the Metropolitan Opera.

The performance, the first one to be offered under the three-year agreement between the Metropolitan Opera and Theatre Network Television, will feature the prologue to "Pagliacci," the first act of "La Boheme," act two of "Barber of Seville" and three scenes from "Aida," including the full ballet number in the triumphal scene.

The cast will include Leonard Warren, Victoria De Los Angeles, Richard Tucker, Frank Guarrera, Clifford Harvuot, Roberta Peters and Zinka Milanov.

Cites Expenses for Color Newsreels

A cheaper color process is needed for the production of newsreels in color, Spyros P. Skouras, 20th Century - Fox president, said here yesterday.

Skouras said it would be "wonderful" to have color newsreels, but added that right now "it's expensive."

To Map Plans Today For UJA Luncheon

Leaders of the motion picture and amusement industry will meet here today, at the office of Barney Balaban, president of Paramount Pictures, to make plans for the industry wide luncheon in behalf of the 1954 United Jewish Appeal of Greater New York to be held on May 20, at the Hotel Pierre, a luncheon at which Spyros P. Skouras, president of 20th Century Fox, will be guest of honor. Adolph O. Schimel, vice-president, secretary and general counsel of Universal Pictures, is divisional chairman.

Call For 20% Increase

The film and amusement men have called for "20 per cent increases in contributions all along the line as their part of a "special formula of giving for 1954" to meet not only current needs of UJA agencies throughout the world amounting to $119,921,150, but also to help repay a recent loan of $75,000,000 made by national UJA with which Israel will be able to consolidate its critical short-term debts. The motion picture and amusement division has established a divisional goal of $750,000 for the current drive.

Arias Gets Sternberg Film for Release

Josef von Sternberg's "Ana-Ta-Han" will be distributed in the United States by Arias Quality Films, newly organized releasing company consisting of Henry R. Arias, Leo Abrams and Myer P. Beck. The film, made entirely in Japan, is the story of a group of shipwrecked Japanese and one woman, who occupied a desert island for six years after the close of the war. It is based on news reports which broke when the island finally surrendered to the United States Navy.

The story, a tale of heroism and degradation and the moral deterioration of a good woman, is told in an English narration throughout.

Para. Spurs Radio, Television Drive

Paramount has increased the radio-television pre-selling program for "Knock on Wood" at the Capitol Theatre and "Casanova's Big Night" at the Victoria Theatre, which open this week.

A nationwide audience of 15,000,000 will see the film plugs, which will be accompanied by scenes from the pictures, on the NBC and CBS television network stations.

Gov't, Compo to Cit Bookers of 'Liberty,' Service Women Sho

The 10 film company branch ma agers in the exchange territory wh the most bookings are obtained "The Price of Liberty" in proporti to the number of conventional theat and drive-ins operating in the ar will be honored by the U. S. Depa ment of Defense and the Council Motion Picture Organizations.

Wilson Signs Awards

The awards will consist of 9x portfolios which will include a citati signed by Charles E. Wilson, Sec tary of Defense, and Robert Coyne COMPO. It will also contain a co plete panel of 50 of the United Sta commemorative stamps that w issued in honor of women in the U Army, Navy, Air Force and Mari Corps to whom "The Price of Libert is a tribute. To add interest to t panel of stamps, it will be aut graphed by a high government o cial whose name will be divulg shortly.

In announcing the awards, Char Boasberg, chairman of the gene sales managers' committee, said t they will be presented on or abo Oct. 1 and will be based on the nu ber of conventional theatres and driv ins in operation between the release the picture and Sept. 15. Sidn Kramer, in charge of the national d tribution, will at that time, togeth with the short subject managers' co mittee, announce the winners.

Plan Workers Named

Those concerned with working o the plan have included Leon J. Ba berger of RKO, as assistant to t chairman of the Motion Picture A sociation's general sales manage committee; Capt. Evelyn J. Blew for the Department of Defense, a Coyne for COMPO.

To Set Preliminary TOA Conclave Plans

Preliminary steps for the prepar tion of the Theatre Owners America's annual convention will undertaken this week by Herm Levy, general counsel, and Howa Bryant, business administrator, w will leave today for Chicago f discussions with the Theatre Equi ment and Supply Manufacturers A sociation and Theatre Equipme Dealers Association. TOA, as la year, will hold a joint trade show wi the two equipment organizations the the Conrad Hilton Hotel in Cl cago on Oct. 31-Nov. 3.

Arrangements for hotel accomm dations as well as exhibit space a other details will be initiated duri the current week conferences.

Reddick in NTFC Post

William J. Reddick, of Willia German, Inc., has been named chai man of the laboratory committee the National Television Film Coun at a meeting of the council's board directors.

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20th-Fox Roster for CinemaScope Lists 56 Top Personalities

More than 56 outstanding personalities will be topcast by 20th Century-Fox in 12 CinemaScope productions now before the cameras or in preparation for filming later this year.

Averaging six top stars for each CinemaScope special, for several have been contracted to appear in two or more future CinemaScope productions, the stars include Marilyn Monroe; Gary Cooper; Spencer Tracy in "Broken Lance"; Kirk Douglas in "The Racer"; Jean Simmons in "The Egyptian" and "Desiree"; Donald O'Connor in "There's No Business Like Show Business," and Frank Sinatra in "Pink Tights."

Another for Astaire

Also included are Fred Astaire and Leslie Caron in "Daddy Long Legs," Gregory Peck in the current "Night People," Robert Mitchum in "River of No Return," Richard Burton in "Prince of Players" and Lauren Bacall in "A Woman's World."

Stars under contract to the company to be seen in the upcoming CinemaScope productions are: Clifton Webb, Susan Hayward, Bella Darvi, Richard Widmark, Dan Dailey, Cary Grant, Victor Mature, Tyrone Power, Johnnie Ray, Robert Wagner, Terry Moore, Michael Rennie, Dale Robertson, James Stewart, Sheree North, Thelma Ritter, Maggie McNamara, Cornel Wilde, Gloria Grahame, Jean Peters, Jay Robinson and others.

TV 'Exchange' Plan By 8 Nations Abroad

LONDON, April 14.—Plans for the exchange of television programs between eight European countries during the coming summer which, it is claimed, will lead to a permanent European network have been announced here. They follow a conference held at Cannes recently, which was attended by engineers and program organizers from France, Italy, Switzerland, Germany, Belgium, Holland, Denmark and Great Britain.

The plan calls for the pooling of program material by the countries concerned. The relay system to be established would involve radio links —the highest to be sited on the Jungfrau, in Switzerland—and lengths of coaxial cable. Between Rome and Belfast in Northern Ireland a circuit would zig-zag, for over 2,000 miles, and at points along it programs would be injected or fed to TV stations for local distribution.

Mostly Non-theatrical

If and when the plan is consummated, the various countries will telecise a day of programs in turn. There will be little theatrical entertainment because of trade union and language difficulties. But festivals, firework displays and sporting events—including some of the World Cup football matches from Switzerland — will be shown.

The novelty of the international TV network lies in the fact that, unlike last year's Coronation telecasts, which were transmitted only from London to the Continent, a "two-way" system of exchanges will be possible. The link-up will bring programs to an estimated 90 million persons by means of 80 relay stations and 44 transmitters.

Review

"Witness to Murder"

(Chester-Erskine-United Artists)

CIRCUMSTANTIAL evidence surrounding a sole witness to murder, believable portrayal of working police climaxed by a whirlwind chase to the top of an unfinished skyscraper, combine with Barbara Stanwyck's starring role to make "Witness to Murder" a highly salable item for mystery viewers. The production co-stars George Sanders as the murderer and Gary Merrill as a police lieutenant.

Suspense mounts at the outset when Miss Stanwyck is aroused from a nightmare and sees Sanders strangling a woman in an apartment opposite hers. A psychological aspect is added at this point when Sanders attempts to imply insanity in the accusations of his accuser. Miss Stanwyck gets nowhere with the police who haven't enough evidence to work on, but Merrill remains sympathetic through a growing romance with the confused witness.

He decides to follow through and check on the dead girl's past and uncovers one of Sander's books in her apartment. With this as a lead, other miscellaneous information begins to fall into place, and slowly Miss Stanwyck's charges become valid.

Sanders, meanwhile, has gone to Miss Stanwyck's apartment. Convinced that he must kill her to protect himself, he prepares a "suicide" note on her typewriter and is ready to dispose of her when a police woman ordered there by Merrill enters. At this point the chase begins when Miss Stanwyck races out of the apartment in the confusion. Sanders chases her to the rooftop of a building under construction, but Merrill arrives in time to send him hurtling to his death.

Comedy relief for the tense story is supplied by Jesse White as a hard-boiled police sergeant, and a stark note of reality is present in the observation ward of a psychiatric hospital. Roy Rowland directed, and the screenplay was written by producer Chester Erskine.

Running time, 83 minutes. General classification. Release in May.

Italian Film Exports Increased During '53

WASHINGTON, April 14.—Italian film exports in the first ten months of 1953 were more than three and a half times greater than in the like 1952 period, Commerce Department film chief Nathan D. Golden reported.

He cited as his source the Italian film paper Cinemundus, which got its figures from the Italian motion picture association. The figures showed that 1,452 Italian films were exported from January 1953 through October, compared to 386 a year earlier.

Golden noted that these statistics undoubtedly refer to number of prints, and probably include several prints of the same film to each country. Portugal, Egypt, Switzerland and Venezuela each took more than 50; the U. S. took 28.

The report estimated that revenues from Italian film exports in 1953 amounted to about $6,400,000, a 70 per cent increase over 1952.

Preminger Signs Two

Otto Preminger, producer-director, has signed Hershel Burke Gilbert as musical director and Maximilian Slater as production assistant for his forthcoming CinemaScope version of Oscar Hammerstein's "Carmen Jones." Gilbert and Slater have joined Preminger in New York to assist in casting of the 20th Century-Fox release.

Name Woman Manager

HARTFORD, April 14.—Mrs. Joseph Spivack, wife of the former general manager of Connecticut Theatre Candy Co., has been named manager of the State Management Co.'s State Theatre, New Britain, Conn. Spivack is now a Connecticut sales representative for Bradley & Smith Candy Co.

Builds 1,000-car Drive-in

TORONTO, April 14.—Nat Taylor's 20th Century Theatres has started construction of a 1,000-car drive-in on the highway to Barrie, north of Toronto.

Rank Installs 'Scope At Toronto Odeon

TORONTO, April 14. — The J. Arthur Rank organization announces the first installation of CinemaScope in one of its Canadian theatres. The screen, installed in the Odeon Theatre in Toronto, measures 26 by 57 feet. The equipment includes 26 speakers for stereophonic sound, including three main units behind the screen.

CinemaScope was introduced at the Odeon, April 9 with the showing of "King of the Khyber Rifles." Other installations are to follow in key units, it was announced.

'Cinerama' Has 11th U. S. Engagement

"This Is Cinerama" will mark its 11th engagement throughout the United States when it opens with a Twin Cities premiere Monday at the Century Theatre in Minneapolis.

On hand to extend greetings to film officials Harry Kalmine, vice-president of Stanley Warner Corp., Lester Isaac and Harry Goldberg will be Governor C. Elmer Anderson of Minnesota, John Daubney and Eric Hoyer, mayors of St. Paul and Minneapolis, respectively.

Pola-Lite Names Dezel

DETROIT, April 14.—Albert Dezel Productions has been appointed exclusive agents for the Commerce International Co. in the Michigan territory and will handle the sale of its new Pola-Lite glasses and the Pola-Lite 3-D single strip system.

Drive-in Purchased

LAGRANDE, Ore., April 14.—Francis Greulich, of LaGrande, and Ted Jones, of Santa Monica, Cal., who own both the Liberty and Granada theatres in LaGrande, have purchased the Drive-In Theatre from Al Parker and W. J. Shell. The former owners plan shortly to build another theatre.

Promotion of Films Growing on WRTV, Reade TV Station

WRTV, the "Walter Reade Theatre of the Air" on Channel 58 in Asbury Park, N. J., is becoming an increasingly important medium in the Walter Reade Theatres organization's promotion of motion pictures. Circuit officials have disclosed that the station has been effectively utilized in the promotion of Walt Disney's "Pinocchio," and United Artists' "Shark River."

Recently, after a big build-up on the station, one of Disney's artists climaxed a tour of the Monmouth County area, where the film will play many Easter Week dates, with an appearance on WRTV and an exhibit of Disney cartoon techniques.

The following day Steve Cochran, Carole Mathews and Bob Cunningham, stars of "Shark River," climaxed a personal appearance tour of the same area with a half-hour informal interview session on WRTV, in which Walter Reade, Jr., circuit president, acted as "M.C." Their TV appearance had been announced on the station for more than a week, to supplement the theatre campaign.

Has Daily Program

Walter Reade Theatres sponsors a daily five-minute "What's Playing" program on WRTV, in which extensive use is made of film clips and slides, as they are made available by film distributing companies. The Reade owned and operated TV station has been on the air for about three months, and covers Monmouth, Ocean and Middlesex County areas in New Jersey.

Still greater use of the station is planned during the busy summer season in the New Jersey resort area by the circuit to promote the 20 theatres it operates in WRTV's coverage area.

TPA Signs Five-Year Picture Center Lease

HOLLYWOOD, April 14.—In order to consolidate all its production activities under one roof, Television Programs of America has entered into a long-term lease on five stages at Motion Picture Center, it was announced by Edward Small.

Organized last September, with Small as chairman of the board, Milton Gordon as president, Leon Fromkess as executive producer, Ben Hersh as general manager of production, and Mickey Sillerman as vice-president in charge of sales, TPA has launched an extensive TV production program. Terms of the lease with Motion Picture Center are for five years.

With Fromkess heading all production, the company will produce 15 half-hour shows a month.

'Beachhead' Here Friday

United Artists' "Beachhead" will have its New York premiere at the Globe Theatre here tomorrow. The adventure drama, with color in Technicolor, stars Tony Curtis, Frank Lovejoy and Mary Murphy.

New Drive-in Owner

HIGH SPRINGS, Fla., April 14.—William Lee, who purchased the High Springs Drive-in at High Springs, Fla., from Mrs. Carlos Gutschlag of Martin, Fla., is a veteran of 43 years in the industry.

ALFRED HITCHCOCK'S "dia



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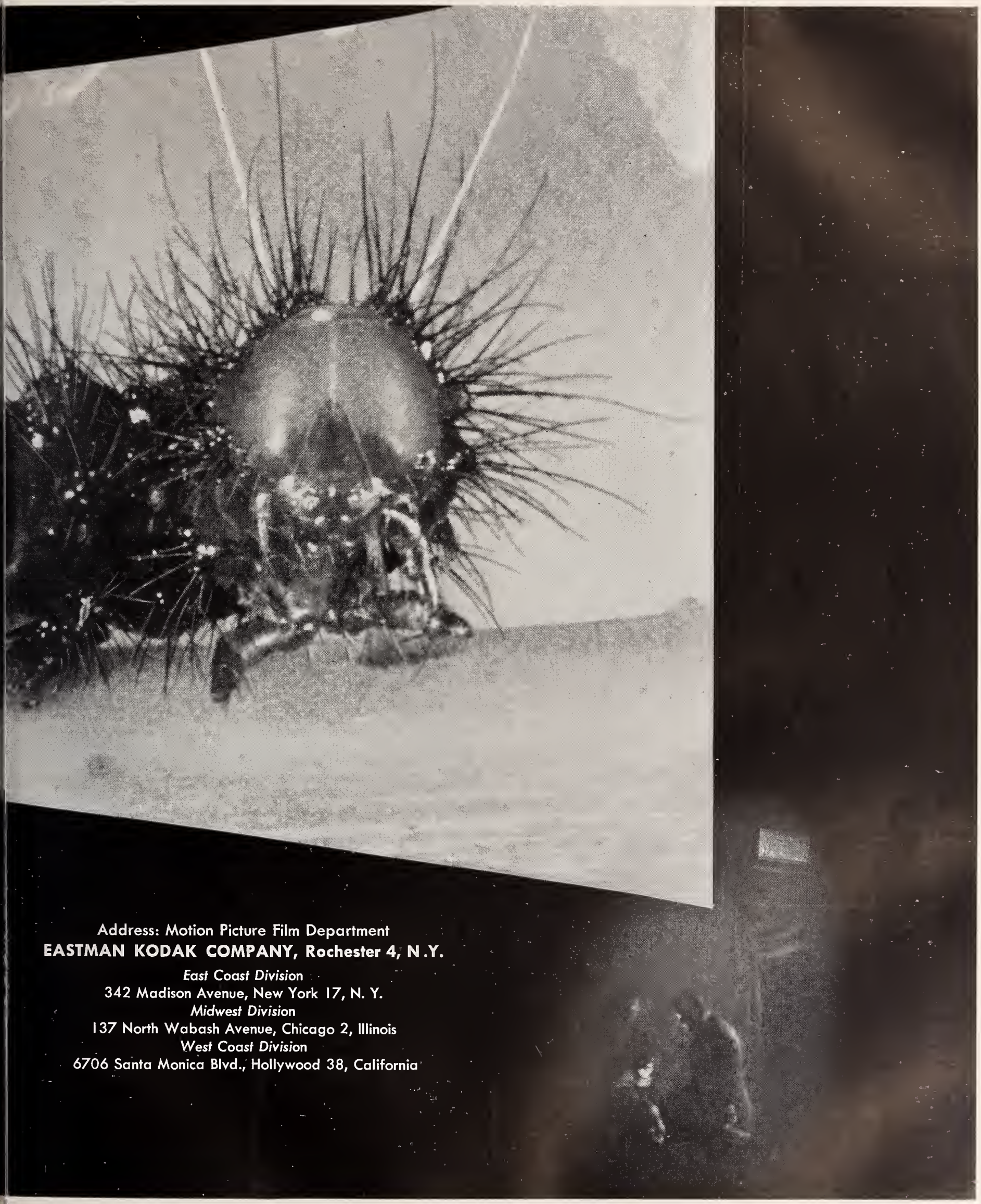
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Address: Motion Picture Film Department

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East Coast Division
342 Madison Avenue, New York 17, N. Y.
Midwest Division
137 North Wabash Avenue, Chicago 2, Illinois
West Coast Division
6706 Santa Monica Blvd., Hollywood 38, California

Compo Ad Stresses Films' Local Value Beyond Entertaining

Council of Motion Picture Organizations' eighth ad, to be published in "Editor & Publisher" Saturday, shows how over the years theatres have acquired other values beyond their primary purpose of selling entertainment to the public.

Headed "The Magnet on Main Street," the advertisement points out that by pulling people out of their homes and into the retail centers of the town the theatre brings its own patrons into buying contact with the goods and services offered by other business establishments. By sharing its customers with every other business in town, the ad says, the theatre has become a prop to local prosperity.

As proof of the theatre's stimulus to other lines of business, the ad quotes an item in the Rochester Times-Union which says, in part, "And nothing in city, town or village creates the great urge to 'let's go out for the evening' like the movies"; a report of the Chamber of Commerce in Forney, Tex., which states that it joined with city officials in influencing the owner of a local theatre which had been closed to reopen as "the general business of our town had suffered enormously" and finally a report of the National Association of Real Estate Boards which declared that closed film theatres cut realty values and became a "community problem."

Set New Title

MONTREAL, April 14.—A new title, "Man in Hiding," has been announced for the feature-length picture formerly called "Igor the Spy," currently being filmed on location here.

"Man in Hiding" is being produced by Fred Feldkamp with Jack Alexander directing from a script by Paul Monash. United Artists will release.

'French' to Butterfield

RKO Radio's "The French Line" has been booked by Butterfield Theatres in Michigan for all its "A" houses. The circuit operates 138 houses throughout the state.

Skouras Seeking Lower Recorder Price

(Continued from page 1)

the penthouse head at $900 and $1,050 per pair. The Perspecta integrator was said to cost from $800 to $900 when Loew's made its announcement that M-G-M and Paramount had adopted the Perspecta optical sound system.

The move to reduce the cost of the magnetic recorder came on the heels of the announced cut in the CinemaScope lens, both moves designed to maintain CinemaScope in a favorable competitive situation with alternate systems.

The adoption of Perspecta sound by Warner Brothers, as well as Paramount and M-G-M, poses no problems for 20th-Fox, Skouras held, arguing that the Perspecta sound installation is just as expensive to the exhibitor as magnetic sound. He went on to cite that as of last Saturday, 3,218 theatres in the U. S. were equipped for CinemaScope and magnetic sound, rhetorically asking how many theatres as of that date were equipped for Perspecta sound.

In the European market, Skouras continued, since Loew's announced its intention of releasing its CinemaScope pictures in Perspecta sound abroad, the demand for CinemaScope equipment there has increased. The European exhibitor needs an integrator to make his magnetic sound installation ready for Perspecta sound, he said.

In the U. S., Skouras said Metro and Warner Brothers will release their CinemaScope films with magnetic sound. For a fuller explanation of M-G-M and Warner Brothers plans in this latter regard, Skouras said the queries should be directed to the two companies.

Cites Progress in England

In England, Skouras predicted that there will be from 500 to 700 theatres fully equipped for CinemaScope presentation by the end of this year. Expressing dissatisfaction at the playing time afforded to CinemaScope films in the J. Arthur Rank Circuit in Britain, Skouras said that many independent British circuit operators have signed up for CinemaScope. He included the following: Granada Theatres, Sir Alexander King Circuit and the circuits of Jackson Withers, George Lodge, Alfred Levy, Southern Morris and Harry Buxton.

Regarding the drive-in situation, Skouras said the outdoor theatres were "coming in." The 20th-Fox distribution department reported that 25 drive-ins either have installed or have ordered CinemaScope equipment, with another 102 drive-in operators informing 20th-Fox exchange personnel that they are "favorable" toward CinemaScope installations.

Asked if 20th-Fox will modify its stereophonic sound requirements, Skouras responded that if he felt such a policy wise, he would have let down the bars" long ago. Skouras reiterated his contention that motion picture theatres must offer bigger and better entertainment values than offered by TV, underscoring his belief that stereophonic sound is part of the "bigger" and "better" entertainment package. He indicated, however, as he did at the 20th-Fox press conference prior to his departure to the Coast, that if the industry overwhelmingly rejects stereophonic sound, 20th - Fox may re-examine its sound policy.

Regarding the projected demonstrations, Skouras said they will be held toward the latter part of next month and the same theatres that were utilized for the initial CinemaScope demonstrations are being lined up for the ones in May. The principal purpose of the new demonstrations, Skouras said, will be to show the vast improvements resulting from the new CinemaScope taking lenses. In addition, he said, the projected show will demonstrate the stereophonic sound system compared to the optical sound system.

New Reade Drive-in Opening Saturday

The second Walter drive-in theatre to serve the greater Trenton area, the Trenton Drive-in, located one-half mile south of Robbinsville, will open Saturday evening.

The 800-car deluxe outdoor theatre will have extra patron services, including a free play area for children at the base of the screen, which have been a feature of the first Reade drive-in, the Lawrence drive-in situated on the Brunswick Pike two miles north of Trenton, and which opened for the 1954 season two weeks ago.

Trenton, like Lawrence, has a 40 by 60-foot screen.

March of Time Film To NBC Library

Acquisition of 10,000,000 to 15,000,000 feet of documentary and historical film which dates back to 1934 from the March of Time film library was announced by Carl M. Stanton, vice-president in charge of the National Broadcasting Co.'s film division.

According to Stanton, the transaction of film footage will become effective on May 1.

The March of Time films will give the NBC film division the largest collection of footage in the industry, Stanton said. "The films will be leased to television, motion picture companies or any other organizations that require documentary or historical footage," he said. The NBC network's film division was organized in 1940.

Danny Kaye Leaving On 'Wood' Tour

Danny Kaye will leave New York Monday for England to attend the Variety Clubs International benefit premiere of "Knock on Wood" at the Plaza Theatre in London on April 23 with the proceeds being turned over to the Spastic Society.

Marking the first leg of an international personal appearance tour, Kaye will leave London on April 26 for Capetown, South Africa, where the picture is scheduled to open on May 23.

S W Dividend

At a meeting of the board of directors of Stanley Warner Corp. on Tuesday, a dividend of 25 cents per share was declared on the common stock of the company, payable May 10 to stockholders of record April 26. A dividend of 20 cents per share was paid on January 5.

WB Two-Day Meeting

(Continued from page 1)

"Dial 'M' For Murder," 3-D, WarnerColor; "King Richard and the Crusaders," CinemaScope, WarnerColor; "A Star Is Born," CinemaScope, WarnerColor, directed by George Cukor; "Them!," science-fiction picture; "Ring of Fear," a Wayne-Fellows production in CinemaScope, WarnerColor; William A. Wellman's "The High and the Mighty," a Wayne-Fellows production for Warner Bros. in CinemaScope and WarnerColor, and "Dragnet," to be produced by Stanley Meyer of Mark VII Ltd.

District managers attending the meeting will be Norman J. Ayers, Eastern, with headquarters in New York; William G. Mansell, Central Philadelphia; Robert H. Dunbar, Midwest, Chicago; Art W. Anderson, North Prairie, Minneapolis; Hal Walsh, South Prairie, St. Louis; W. O. Williamson, Jr., Southeast, Atlanta; Ed Williamson, Southwest, Dallas; Henry M. Herbel, West Coast, Los Angeles; Haskell M. Masters, Canada, in Toronto, and Robert Smeltzer, in Washington, and Ben Abner, New York Metropolitan branch manager.

Home office executives present include Major Albert Warner, vice-president; Samuel Schneider, vice-president; Roy Haines, Western division sales manager; Jules Lapidus, Eastern and Canadian division; John F. Kirby, Southern division; Norman H. Moray, short subject general sales manager.

Also Ed Hinchy, head of the playdate department; Bernard R. Goodman, supervisor of exchanges; Robert A. McGuire, auditor of exchanges; Gil Golden, advertising manager; Larry Golob, eastern publicity director; Charles S. Steinberg, assistant Eastern publicity director; William Brumberg, head of the field exploitation staff, and Sid Rechetnik, trade press contact.

Arbitration

(Continued from page 1)

W. Schwalberg, Paramount Pictures.

An indication of the magnitude of the prospective May 17 meeting was revealed when it was pointed out yesterday that special arrangements were being made for hotel accommodations for the large delegation of exhibitors who are expected to attend. In addition, a detailed agenda necessarily must be worked out for the guidance of both the distributors and the exhibitors, it was stated by a committee spokesman. Concrete proposals for the projected arbitration system must be in presentable form to justify the attendance by many exhibitors.

In commenting on the desirability of having representatives of Allied States Association attend the meeting, a committee spokesman said "We shall be glad to have them, although there is no point in extending another invitation." It is reported that some sales heads had favored the extending of another bid to Allied, which previously had rejected the invitation sent to Allied general counsel Abram Myers.

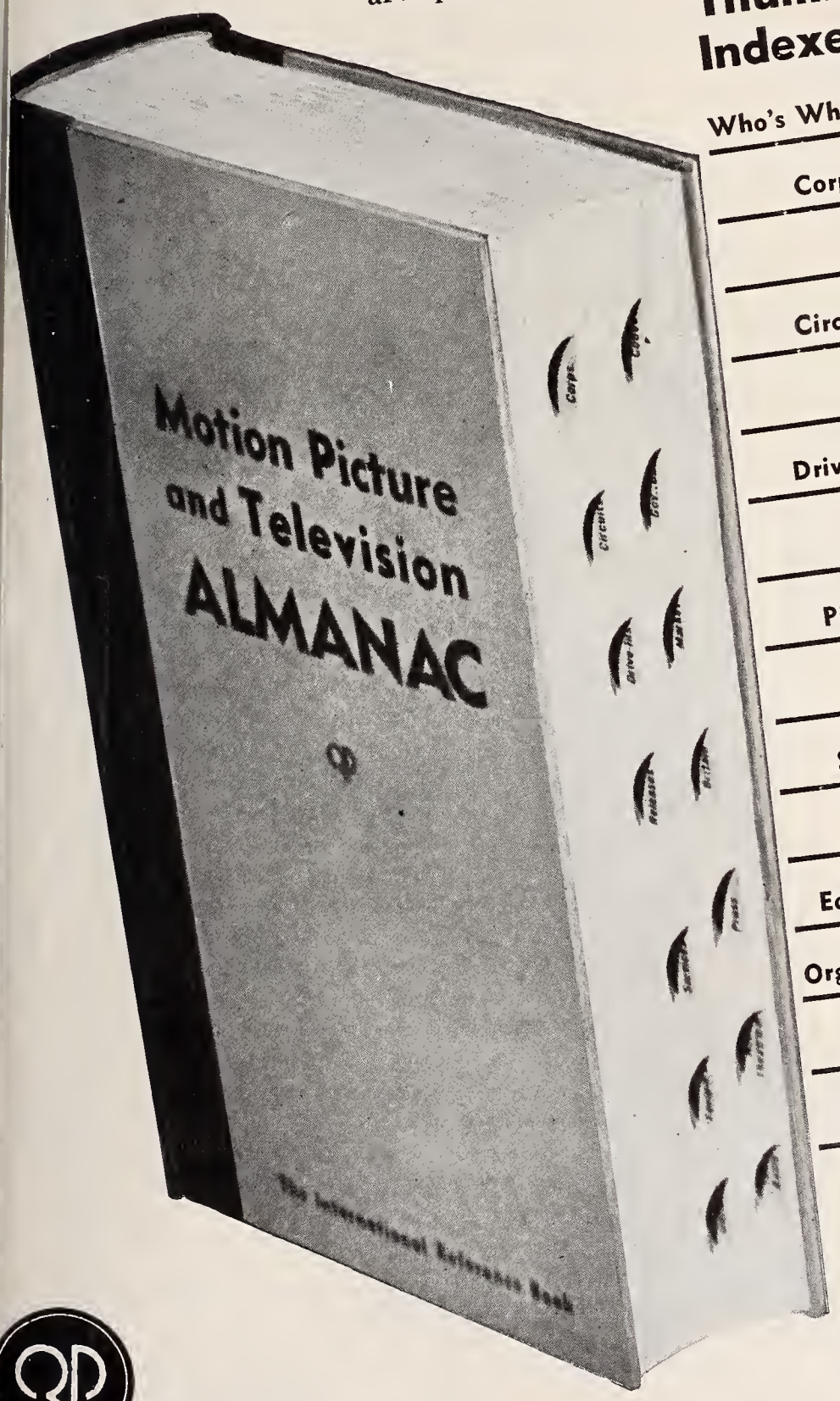
The sub-committee plans to hold a series of meetings to work out the details of the May 17 conference.

SCTOA Will Honor Metzger, Chairman

HOLLYWOOD, April 14.—The Southern California Theatre Owners Association on Tuesday will tender a testimonial luncheon to Gus A. Metzger in recognition of his ten years of service as board chairman and in tribute to his 40-year record in the exhibition field. Sherrill Corwin will emcee the event, which will be held at Variety Club quarters in the Ambassador Hotel.

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(2) Corps.
(3) Codes
(4) Circuits
(5) Award Winners
(6) Drive-ins
(7) Television and Radio
(8) Pictures
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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Feb. 28	**RIOT IN CELL BLOCK 11** Neville Brand Emile Meyer D—80 min. (Rev. 2/8/54)	**(Feb. Releases)** **THE WILO ONE** Marlon Brando Mary Murphy Robert Keith D—79 min. (Rev. 12/24/53) **CHARGE OF THE LANCERS** (Color) Paulette Goddard Jean Pierre Aumont Richard Stapley D—74 min. (3-D or 2-D) **MISS SADIE THOMPSON** (Color) Rita Hayworth Jose Ferrer Aldo Ray D—91 min. (Rev. 12/21/53)	**BLACKOUT** Dane Clark D—(5309)	**TENNESSEE CHAMP** (Color) Shelley Winters Oewey Martin D—73 min. (Rev. 2/18/54)	**(Feb. Releases)** (2-D and 3-D) **MONEY FROM HOME** (Stereophonic Sound—Color) Dean Martin Jerry Lewis Pat Crowley Marjie Millar C—100 min. (Rev. 12/1/53) **ALASKA SEAS** Robert Ryan Jan Sterling Brian Keith D—78 min. (Rev. 1/26/54)	**FLIGHT NURSE** Joan Leslie Forrest Tucker Arthur Franz D—90 min. (Rev. 11/17/53)	(3-D) **DANGEROUS MISSION** (Oolor) Victor Mature Piper Laurie Vincent Price D—75 min. (Rev. 2/25/54)	**(Feb. Releases)** **HELL AND HIGH WATER** (CinemaScope—Color) Richard Widmark Bella Darvi D—103 min. (Rev. 2/2/54)	**(Feb. Releases)** **THE MAN BETWEEN** James Mason Claire Bloom Hildegarde Neff D— **PERSONAL AFFAIR** Gene Tierney Leo Genn Glynis Johns D—82 min. (Rev. 1/13/54) **TOP BANANA** (Color) Phil Silvers MC—100 min. (Rev. 1/28/54) **OVERLAND PACIFIC** (Color) Jack Mahoney Peggie Castle Adele Jergens D—73 min. (Rev. 2/9/54) **BEACHHEAD** (Color) Tony Curtis Frank Lovejoy Mary Murphy D—89 min. (Rev. 1/28/54)	**(Feb. Releases)** **THE GLENN MILLER STORY** (Color) James Stewart June Allyson D—116 min. (Rev. 1/6/54) (3-D) **TAZA, SON OF COCHISE** (Color) Rock Hudson Barbara Rush WD—79 min. (Rev. 1/29/54)	**CRIME WAVE** Sterling Hayden Gene Nelson Phyllis Kirk O—74 min. (Rev. 1/13/54)
March 7	**PARIS PLAYBOYS** Bowery Boys Veola Vonn C—62 min. (Rev. 3/5/54)							**(March Releases)** **NIGHT PEOPLE** (CinemaScope—Color) Gregory Peck Broderick Crawford Anita Bjork Rita Gam D—93 min. (Rev. 3/12/54) **NEW FACES** (CinemaScope—Color) Ronny Graham Eartha Kitt Robert Clary M—98 min. (Rev. 2/19/54) **RACING BLOOD** (Color) Bill Williams Jean Porter Jimmy Boyd D—76 min. (Rev. 3/19/54)	**(March Releases)** **BEAT THE DEVIL** Humphrey Bogart Jennifer Jones Gina Lollobrigida D—92 min. (Rev. 3/4/54) **ACT OF LOVE** Kirk Douglas Dany Robin D—108 min. (Rev. 12/18/53) **THE GOLDEN MASK** Van Heflin Wanda Hendrix D—88 min. (Rev. 3/11/54) **THE SCARLET SPEAR** (Color) Martha Hyer John Bentley D—78 min. (Rev. 3/12/54)		
March 14	**MR. POTTS GOES TO MOSCOW** Oscar Homolka Nadia Gray C—93 min. (5400) (Rev. 9/14/53)			**ROSE MARIE** (Color) Ann Blyth Fernando Lamas Howard Keel MD—104 min. (Rev. 3/3/54)							**DUFFY OF SAN QUENTIN** Paul Kelly Joanne Dru Louis Hayward D—78 min. (Rev. 2/15/54)
March 21	**DRAGONFLY SQUADRON** John Hodiak Barbara Britton D—83 min. (Rev. 2/9/54)				**(March Releases)** **RED GARTERS** (Color-Stereophonic Sound) Rosemary Clooney Jack Carson Guy Mitchell Pat Crowley MC—91 min. (Rev. 2/1/54)		**CARNIVAL STORY** (Color) Anne Baxter Steve Cochran D—95 min. (Rev. 3/24/54)				(3-D) **PHANTOM OF THE RUE MORGUE** (Color) Carl Malden Claude Dauphin Patricia Medina D—84 min. (Rev. 3/1/54)
March 28	**LOOPHOLE** Barry Sullivan Dorothy Malone Mary Beth Hughes D—80 min. (5414) (Rev. 2/19/54)	**(March Releases)** **IT SHOULD HAPPEN TO YOU** Judy Holliday Peter Lawford Jack Lemmon C—87 min. (Rev. 1/15/54)	**FANGS OF THE WILD** Charles Chaplin. Jr. Onslow Stevens Margia Oean D—(5311)—74 min. (Rev. 3/12/54)	**GYPSY COLT** (Coler) Donna Corcoran Ward Bond Frances Dee D—72 min. (Rev. 1/28/54)		**GERALDINE** John Carroll Mala Powers MC—90 min. (5302)	(3-D) **SON OF SINBAD** (Color) Dale Robertson Sally Forrest Lili St. Cyr D				
Apr. 4	**PRIDE OF THE BLUE GRASS** (Color) Lloyd Bridges Vera Miles D—71 min. (Rev. 2/19/54)	**BATTLE OF ROGUE RIVER** (Color) George Montgomery Richard Denning Martha Hyer D—71 min. (Rev. 3/1/54)			**THE NAKED JUNGLE** (Color) Eleanor Parker Charlton Heston D—95 min. (Rev. 2/15/54)						**RIDING SHOTGUN** (Color) Randolph Scott Wayne Morris Jean Weldon W-75 min. (Rev. 3/4/54)
Apr. 11	**THE DESPERADO** Wayne Morris W—(5426)	**BAIT** Cleo Moore Hugo Haas John Agar D—79 min. (Rev. 2/17/54) (3-D) **JESSE JAMES VS. THE DALTONS** (Color) Brett King Barbara Lawrence W—65 min. (Rev. 2/4/54)	**HEAT WAVE** Alex Nicol Hillary Brooks D— (5310)	**RHAPSODY** (Color) Elizabeth Taylor Vittorio Gassman John Ericson D—115 min. (Rev. 2/16/54)		**THE UNTAMED HEIRESS** Judy Canova Oon Barry George Cleveland C—70 min.	**THE SAINT'S GIRL FRIDAY** Louis Hayward Naomi Chance D—68 min. (Rev. 3/17/54)	**(April Releases)** **PRINCE VALIANT** (CinemaScope-Color) James Mason Janet Leigh Robert Wagner Debra Paget D—105 min. (Rev. 4/2/54)	**(April Releases)** **SOUTHWEST PASSAGE** (Color) Rod Cameron Joanne Dru W—82 min. (Rev. 4/9/54))		**LUCKY ME** (CInemaScope-Color) Doris Day Robert Cummings Phil Silvers M—109 min. (Rev. 4/9/54))
Apr. 18					**(April Releases)** **CASANOVA'S BIG NIGHT** (Color) Bob Hope Joan Fontaine Basil Rathbone Audrey Dalton C—86 min. (Rev. 3/1/54)			**THE ROCKET MAN** George Winslow Charles Coburn Spring Byington D—79 min. **THE SIEGE AT RED RIVER** (Color) Van Johnson Joanne Dru W—81 min. (Rev. 3/19/54)	**HEIDI** Elsbeth Sigmund D—98 min. (Rev. 12/24/53) **THE LONE GUN** (Color) George Montgomery Dorothy Malone W—78 min. (Rev. 4/6/54) **(Re-Release)** **CHAMPION** Kirk Douglas Arthur Kennedy Ruth Roman Marilyn Maxwell D—99 min. (Rev. 3/4/49) **(Re-Release)** **HOME OF THE BRAVE** James Edwards Frank Lovejoy Steve Brodie D—88 min. (Rev. 4/29/49)	**(April Releases)** **MA AND PA KETTLE AT HOME** Marjorie Main Percy Kilbride C—81 min. (Rev. 3/11/54) **YANKEE PASHA** (Color) Jeff Chandler Rhonda Fleming D—84 min. (Rev. 3/12/54) **RAILS INTO LARAMIE** (Color) John Payne Mari Blanchard Dan Duryea WD—81 min. Rev. 3/19/54	
April 25	**ARROW IN THE DUST** (Color) Sterling Hayden Coleen Gray Keith Larsen D—80 min.	**(April Releases)** **DRIVE A CROOKED ROAD** Mickey Rooney Dianne Foster D—82 min. (Rev. 3/17/54) **THE IRON GLOVE** (Color) Robert Stack Ursula Thiess Richard Stapley D—77 min. (Rev. 3/25/54)	**MONSTER FROM BENEATH THE SEA** Anne Kimbell Stuart Wade D—(5328) **THE COWBOY** (Color) Special Cast W—69 min. (5308)	**EXECUTIVE SUITE** All Star Cast D—106 min. (Rev. 2/23/54) **FLAME ANO THE FLESH** (Color) Lana Turner Pier Angeli Carlos Thompson D—104 min.		**JUBILEE TRAIL** (Color) Vera Ralston Joan Leslie John Russell Forrest Tucker D—103 min. (Rev. 1/18/54)	**SUSAN SLEPT HERE** (Color) Dick Powell Debbie Reynolds Anne Francis C— **SILVER LOOE** (Color) John Payne Oan Ouryea Lizabeth Scott W—			**(April Releases)** **SASKATCHEWAN** (Color) Alan Ladd Shelley Winters D—87 min. (Rev. 2/24/54) **RIDE CLEAR OF OIABLO** (Color) Audie Murphy Dan Duryea Susan Cabot Abbe Lane WD—80 min. (Rev. 2/4/54) (3-D) **CREATURE FROM THE BLACK LAGOON** Richard Carlson Julia Adams D—79 min. (Rev. 2/9/54)	
May 2											
May 9											

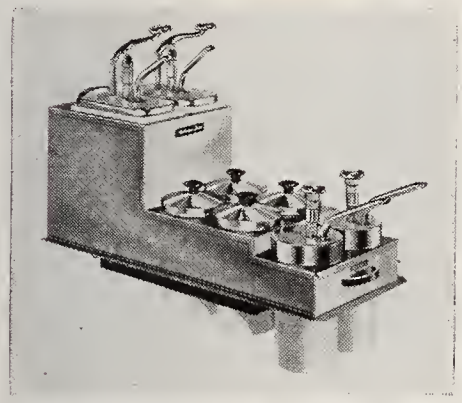
(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

THE Projection Optics Co., Rochester, N. Y., has announced discontinuance of its "Series III-C Superlite" lenses in focal length sizes from 2.75 to 3.50 inches inclusive. These sizes are being replaced by the new "Hilux" lens in all sizes from 2.00 to 3.50 inches inclusive with deliveries now being made from four to six weeks after receipt of order. "Series III-C" lenses in long focal length sizes from 5.00 to 8.50 inches inclusive are now available for delivery within two to four weeks after receipt of order. The Raytone Screen Corp., Brooklyn, is the distributor for Projection Optics.

•



The addition of a new "Model 224" fountainette (above) to its line of fountain and food service accessories is announced by Helmco, Inc., Chicago. It features a newly designed pump with lower action, replacing the conventional plunger action pump. Made of satin finish stainless steel, the unit is designed for precise temperature control in each compartment. It is equipped with four of the new pumps and four fruit wells for a variety of topping service.

•

Bobrick Dispensers, Inc., of Brooklyn and Los Angeles, has announced a new Universal powdered soap dispenser designed to dispense all powdered soaps, including some hand cleaners with lanolin. It has an adjustable output-per-stroke valve to permit regulation of the mechanism to accommodate a change in the type of soap if that is desired. A push-up valve directs soap to the palm of the hand, minimizing spillage and messy plunger. The dispenser has a chrome-plated finish.

•

A two-quart capacity stored air pressure vaporizing liquid fire extinguisher of modern design has been marketed by Pyrene Mfg. Co. of Newark, N. Y. It has a new combination carrying handle and squeeze-type operating valve that is center balanced for easy manipulation. In operation, one hand holds the extinguisher and starts or stops the discharge, leaving the other free to direct the 30-foot hose stream that is designed to be effective on Class C (electrical) and Class B (flammable liquid) fires. It may be recharged at once by refilling with Pyrene liquid and pressurizing from a factory, garage or gas station air hose.

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CinemaScope Drive-in

(*Continued from page 1*)

backed by a heavy promotional and advertising campaign.

The Jacksboro, a 500-car drive-in, and the Gulf, a 750-car situation, have been equipped with a new-type single-unit stereophonic sound speaker introduced only a month ago by Ezell. The speaker was demonstrated several weeks ago for exhibitors and the press at the Buckner Boulevard Drive-in, Dallas.

One Screen of Chicago Twin Starts 'The Robe' Tomorrow

CHICAGO, April 14.—The Twin Drive-In on the outskirts of Chicago will be the first outdoor theatre in this area to show a CinemaScope picture when "The Robe" opens there on Friday. Sound installation of Super Simplex twin speakers for 800 cars, magnetic sound tracks, and other equipment necessary for stereophonic sound was made by National Theatre Supply.

The screen, of an undisclosed make and type, is 120 feet wide. Inasmuch as the Twin has been operating under a policy of showing different programs on its two screens, there is a possibility that the policy will be continued, and the other half of the drive-in will not be completely equipped for CinemaScope, although the management has not committed itself either way in this regard. Currently, it is planned to show Warner Brothers' "The Command," without stereophonic sound.

Drive-in Opened with C'Scope Equipment

OMAHA, April 14.—The Airport Drive-In opened here today as the first in this area to be completely equipped for CinemaScope showings. The new theatre is owned and was equipped by J. Robert Hoff, sales head of Ballantyne Co.

Name Ala. Drive-ins In Percentage Suits

BIRMINGHAM, April 14.—Percentage fraud charges have been filed here in Federal Court by eight distributors individually against the operators of two Northern Alabama drive-in theatres. The court was asked to determine the amount of damages due the companies for alleged inaccurate statements on gross admissions.

Defendants are A. W. and W. W. Hammond and Cullen B. Goss, who operate the Wilson Drive-in, Florance, and the Marshall Drive-in, Albertsville.

The suit was brought by Loew's, United Artists, RKO Radio, 20th Century-Fox, Columbia, Universal and Warner Brothers.

Keppner and Lipman Open New Drive-in

HARTFORD, April 14. — Morris Keppner and Lou Lipman of General Theatres, Inc., Hartford, were hosts to Northeastern Connecticut town officials and the press at a pre-opening party at GT's newly-erected $175,000, 800-car capacity Mansfield Drive-In Theatre tonight. Regular performances start tomorrow.

Unit is first drive-in for the Keppner-Lipman Hartford interests.

Fiberglass

(*Continued from page 1*)

site for its manufacturing plant near New York.

The new containers, it was said, are buoyant, heat, cold and fire resistant and will not stretch, shrink or absorb moisture. They further are claimed to be weatherproof, shatterproof, rustproof and waterproof.

Greenman said that the company also was preparing to make fiberglass advertising letters and marquee signs, as well as concession carts for drive-in theatres.

Censor Law

(*Continued from page 1*)

"stronger and more effective laws" for the censorship of pictures. Jerome Robinson, who represents Baltimore's Fourth District in the House of Delegates, took the floor during the last session to say that Traub "has not done a very good job and is not temperamentally suited to head the board of censors."

SPG Pact

(*Continued from page 1*)

fits for the home office advertising, publicity and exploitation personnel of the company.

The new pact is retroactive to Feb. 8, 1954, when the previous contract expired, and runs until April 2, 1956.

The salary increases in the new SPG contract are as high as $12.50 per week, it was understood. The publicists asked that 11 guild members in the Columbia home office be reclassified and prior to the contract signing nine were boosted.

The new SPG minimums for Columbia publicists are: apprentice—$50 for first six months, $60 for final six months; associate—$70; publicist—$95 for first year of contract, then $96.25; senior publicists—$135. A senior publicist can work, under the new pact, an additional 10 hours in the 37½ hour work week before overtime pay is awarded.

Joint Deal

(*Continued from page 1*)

a Walter Wanger picture in color by Technicolor with Elaine Stewart and John Derek heading the cast. Don Weis will direct.

"The Black Prince," also in Technicolor, will be produced by Walter Mirisch, with filming slated to start in London on June 15.

Participating in the contract discussions for 20th-Fox were president Spyros Skouras and Al Lichtman, director of distribution; for Allied Artists, president Steve Broidy, Mirisch and Wanger.



WALTER WINCHELL said it...

and soon every boxoffice from coast to coast will echo it: "New Yorkers are talking about— and so will the nation soon... CARNIVAL STORY! A King Bros. production for RKO, it opens coast to coast Easter Week — Anne Baxter's finest performance in her long Hollywood career!"



CARNIVAL STORY

starring

ANNE BAXTER • STEVE COCHRAN • LYLE BETTGER • GEORGE NADER

WIDE SCREEN*—Print by *TECHNICOLOR

Distributed by RKO RADIO PICTURES

with **JAY C. FLIPPEN • HELENE STANLEY** · Directed by KURT NEUMANN · Screenplay by HANS JACOBY and KURT NEUMANN · A KING BROS. Production

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 73 NEW YORK, U.S.A., FRIDAY, APRIL 16, 1954 TEN CENTS

ALTSCHULER TO HEAD REPUBLIC'S WORLD-WIDE SALES ORGANIZATION

A reorganization of Republic Pictures' world-wide sales organization with Richard Altschuler as director of sales was announced here yesterday by Herbert J. Yates, president. Altschuler's post as world-wide director of sales is a newly created one. He has been president and sales manager of Republic International. Bruce Newbery, who has been sales head, will remain with the company in another capacity.



R. Altschuler

Yates, who recently returned from Europe, said he was convinced that the sales control of both domestic and foreign operations should be under one sales director. Under the new policy, Yates will bring his European and Far Eastern sales manager to the United States for periodic visits to meet with the domestic sales departments. Altschuler will continue in his post as head of Republic International.

Stresses 'Grass Roots'

Kalmenson Predicts New Prosperity Era For All

A new era of prosperity, unparalled in industry history, is in store for both distributors and exhibitors, Ben Kalmenson, vice-president in charge of distribution of Warner Brothers, said here yesterday at a meeting of the company's district managers.



Ben Kalmenson

In asserting that Warner Brothers was meeting the need of providing suitable material to meet the requirements of challenging new screen techniques, Kalmenson stressed the fact that "we are not married to any particular technique"; He said the main objective of the studio was

(*Continued on page 3*)

Pinanski Sifts Insuring Plan

A study of group and liability insurance on behalf of industry members is being conducted by Sam Pinanski through the Council of Motion Picture Organizations. Pinanski, a member of the COMPO triumvirate, will make a report on his findings at the next meeting of the COMPO trio. He also is a member of the directorate of the John Hancock Life Insurance Co.

Robert W. Coyne, COMPO special counsel, said that the study was undertaken in response to requests received by COMPO for information on the subject. He asked Pinanski to explore the matter with a view to determining whether mass coverage in these fields was feasible and would offer any substantial savings to industry groups.

Zenith and WOR-TV Seek Phonovision Tests in N. Y.

In a tie-up with Station WOR-TV in New York, Zenith Radio Corp.'s Phonovision system of subscription television will seek experimental broadcasts in this area. Zenith and WOR-TV yesterday applied to the Federal Communications Commission for authorization to start experiments

(*Continued on page 3*)

Int'l Copyright Move Doubtful This Year

WASHINGTON, April 15.—Key members of the House Judiciary Committee say they doubt the House will approve this year legislation to bring about U. S. participation in a new international copyright convention.

Hearings have been held before a House Judiciary subcommittee and a

(*Continued on page 3*)

Increase Pola-Lite Units to 150 Weekly

With exhibitor requests for the Pola-Lite 3-D single-track projection system now coming in from all sections of the country, the Pola-Lite Co., manufacturers of the new projection machine attachment, has increased its production schedule to more than

(*Continued on page 3*)

Three-Horn System

Applause Greets Perspecta At First Presentation

MURRAY HOROWITZ

The first demonstration of Perspecta Stereophonic Sound, held here yesterday at Loew's State, was greeted with applause from the industry audience, composed of exhibitors, distribution executives and the trade press.

The show, utilizing three horns in back of the screen, consisted of a Perspecta sound demonstration reel, two M-G-M symphonic shorts titled "Capriccio Italian" and "Merry Wives of Windsor," clips from "Julius Caesar" and M-G-M's CinemaScope film "Knights of the Round Table."

Following "Capriccio Italian," the second short in the program, the audience broke out in applause in apparent commendation of the optical sound system, adopted by Loew's, Paramount and to an undefined degree by Warner Brothers.

At the press conference subsequent to the demonstration, Arthur M. Loew, president of Loew's Interna-

(*Continued on page 3*)

Rackmil Decca Slate Wins Proxy Contest By Wide Margin

The Milton R. Rackmil management slate at Decca Records won a victory in the proxy contest yesterday, when it was announced at the reconvened annual stockholders meeting that the vote was 937,000 to 147,850 in favor of management.

Rackmil, who holds the presidency in both Decca and Universal Pictures, commenting on the vote, said that "our stockholders seemed cognizant of the character of the opposition and of

(*Continued on page 3*)

Schine Trial Date To Be Set May 24

BUFFALO, April 15. — When the U. S. Government-Schine Chain Theatres case came before Federal Judge John Knight here today, the defense submitted a motion for dismissal. Judge Knight set May 24 as the day in which to hear motions. At that time he also will set a trial date on both civil and criminal charges. Attorneys for both sides believe the trial will be held in early fall.

Superscope Process For 'Apache' Mulled

Discussions concerning the possible release of "Apache" in the Superscope process are in progress with the Tushinsky brothers, developers of the process, Harold Hecht, co-owner and executive producer of Hecht-Lancaster Prods., stated at a trade press interview here yesterday.

Hecht - Lancaster's "Apache" is scheduled for release here July 4 by United Artists for whom the team will make seven pictures in the next

(*Continued on page 3*)

No FCC Ruling on Films-for-TV Plan

WASHINGTON, April 15.— The Federal Communications Commission refused to rule in advance on the legality of a New York firm's plan to distribute films to television stations.

Motion Pictures for Television, Inc., asked the Commission last month for such an opinion. It plans to distribute films to television stations, receiving its pay in the form of an authorization from the stations to sell spot announcements. The Commission said it had a policy against advance, advisory rulings.

Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Productions, will return to New York from San Francisco on Monday.

•

HARRY MERSAY, 20th Century-Fox print department manager, and his wife, will celebrate their 25th wedding anniversary on a cruise to Vera Dera Beach, Cuba, leaving here this weekend.

•

WILLIAM W. HOWARD, RKO Theatres' vice-president in charge of operations, will leave here Monday on an Iowa, Minnesota, Missouri and Nebraska tour.

•

MRS. BUDD ROGERS, wife of Universal Pictures board member and industry executive, is recovering from major surgery at Mt. Sinai Hospital here.

•

MO HOROWITZ, Cleveland exhibitor, returned there yesterday after catching the Perspecta Sound demonstration in New York.

•

WILLIAM B. ZOELLNER, head of M-G-M short subjects and newsreel sales, will leave here over the weekend for Milwaukee.

•

AL LICHTMAN, director of distribution for 20th Century-Fox, will return to New York on Monday from Hollywood.

•

JOHN G. MOORE, Paramount assistant Eastern division manager, returned to Boston from New York yesterday.

•

GEORGE WELTNER, president of Paramount International, will return to New York next week from Havana.

•

A. M. KANE, Paramount South Central division manager, will leave here tomorrow for Dallas.

•

PAUL MACNAMARA, vice-president of International Telemeter Corp., is here from the Coast.

•

WAYNE MORRIS will arrive here from London on Monday via a B.O.A.C. Monarch.

•

DAVE BIEDERMAN, president of Cartoon Films, Inc., has returned to the Coast from here.

RKO's Cuddy Heads Boston Cinema Club

BOSTON, April 15. — William Cuddy, RKO Radio office manager, was elected president of the Cinema Club of Boston at the annual dinner meeting held in the Hotel Bradford.

Also elected were: George Roberts, of the Rifkin circuit, first vice-president; Dick Owens, E. M. Loew's Theatres, second vice-president; Bill Romanoff, New England Theatres, treasurer, and Cyril McGerigle, RKO, secretary.

The executive committee is made up of the above names and Charles Wilson, AA booker and Harry Smith, RKO booker.

Distributors 'Juggle' Prints: Berenson

NEW ORLEANS, April 15.—Abe Berenson, president of Allied Theatre Owners of Gulf States and an independent theatre owner, has charged here that some of the major motion picture distributors are "guilty of creating illegal clearances and calling it print-shortage." Berenson complained that the companies are cutting down on prints and juggling them for choice accounts.

Exhibitors have been forced to play second run and re-issues to keep their houses open, Berenson said. He cited several examples of theatre men waiting for clearance and then being told that the prints have been pulled back because of the shortage.

Berenson maintained that if a person added up all the costs of pulling prints back and forth, long-distance calls, and wires, it would prove wiser and economical for the film distributors to make it a point to have more prints on hand.

WCBS-TV Gets 28 Films, New to TV

Twenty-eight American and British films have been obtained from Hygo Television Films, Inc., William C. Lacey, manager of WCBS-TV's film department said yesterday.

Acquired for showing on "The Early Show," the pictures have never been shown over a television station. Some of the films are: "Tulsa," "Mickey," "The Black Book," "The Amazing Mr. X," "Lost Honeymoon," "Port of New York" and "Down Memory Lane."

Among the British films are: "Evidence for Hire," "A Girl Must Live," "Passenger to London" and "Last Barricade."

Shain Quits Compo; Joins Trade Service

Sam Shain, member of the Council of Motion Picture Organizations staff since 1952, has resigned to devote his time to operation of a trade information service, Robert W. Coyne, special COMPO counsel announced here yesterday. Coyne said that Shain had agreed to make himself available for special spot assignment for COMPO whenever such a need may arise.

Shain, who recently purchased an interest in "Space & Time," organized exhibitor forces in several Eastern states for the prosecution of the industry's tax repeal compaign while with COMPO.

Asks 50c Exemption For Philadelphia

PHILADELPHIA, April 15.—Councilman Thomas I. Guerin has introduced a bill in the City Council that would exempt admissions of 50 cents or less from the 10 per cent city amusement tax.

"We want to give the kids a break," Guerin declared. The amusement tax has been a poor revenue producer for Philadelphia in past years and was one of the few taxes to show a decline during 1953, he said.

Milw. Projectionists To Support Brewer

MILWAUKEE, April 15. — Local No. 164 of the projectionists' union, IATSE, has joined the national campaign to draft Roy M. Brewer to be a candidate for international president at the Cincinnati convention during the week of Aug. 9. Brewer, until recently West Coast special representative for the IA, joined Allied Artists in an executive capacity upon his resignation.

In making the announcement of Local 164's action, Oscar E. Olson, business manager, said he could disclose no reasons at this time for supporting Brewer except that "it has not been a secret that the Milwaukee projectionists have long been an admirer of Brewer because of his accomplishments in behalf of the IATSE." During his 10 years in Hollywood, Olson said, "many locals were rehabilitated and restored to dignity."

Another of Brewer's accomplishments, he said, "was his courageous fight against infiltration of Communists in the West Coast studio unions."

Switch Local Bouts To ABC-TV Network

Under the terms of a new one-year contract which begins May 17, the Monday evening fights at the Eastern Parkway Arena in Brooklyn will be telecast over the American Broadcasting Co. network and are expected to be carried by about 90 coast-to-coast stations.

This series had been carried by the DuMont Network for the past two years and although seen alive in 31 cities and in another 25 by delayed telecast, had attained a Nielsen rating of 18.9. Les Arries will produce the series and Chris Schenker will do the announcing. Emil Lence and Ted Brenner continue as promoter and matchmaker, respectively.

Washington to Hail Metropolitan Theatre

WASHINGTON, April 15. — Stanley Warner's redecorated Metropolitan Theatre here will celebrate its refurbishing with a gala premiere tomorrow night.

One of the guests, District Commissioner Camalier, will tell how the 36-year-old theatre helped develop F Street as a theatre section. Board of Trade president Merrick will give Stanley Warner general manager George A. Crouch a citation outlining the new businesses brought to the section.

Bands, floodlights and other premiere hallmarks will be on hand.

Perakos' 1st Drive-in Will Open on April 21

HARTFORD, April 15. — Sperie Perakos, general manager of Perakos Theatre Associates, has postponed the opening of the Plainville, Conn., drive-in to April 21.

The $200,000 unit, first drive-in for the Perakos circuit in Conn., has a screen measuring 114 feet wide, reportedly the largest of its kind.

Gov't Insurance Bill Could Affect Many Industry Companies

WASHINGTON, April 15. — Many additional industry firms would be brought under the coverage of the Federal Unemployment Insurance System under an Administration-requested bill introduced today by House Ways and Means Committee chairman Reed (R., N. Y.) at present, the unemployment insurance law covers establishments with eight or more workers in at least 20 weeks of each year. The Reed bill would extend coverage to any firm with one or more employes at any time.

Reed said the proposed change is far-reaching in its impact on small businesses, and would require "extensive" committee hearings.

Extend Program Three Years

At the same time, Rep. Kean (R., N.J.) introduced the Administration's bill to extend the reciprocal trade program for three years and to permit the President to cut many more tariffs still further. Film industry leaders have consistently backed extension and liberalization of the reciprocal trade program.

The trade legislation must also be handled by the Ways and Means Committee. Chairman Reed bitterly opposes this bill, however, and will try to delay or prevent hearings.

UHF Unit Asks FCC To Halt TV Grants

WASHINGTON, April 15. — The Ultra-High Frequency Television Association today asked the Federal Communications Commission to hold off granting any more television station permits until a Senate commerce subcommittee holds hearings on the status of UHF stations.

The association said the "vast majority" of UHF stations are in "economic distress" largely due to competition from very high frequency stations. It pointed out that the commerce subcommittee will hold hearings in two weeks, and said that "certain drastic recommendations" might be made to the commission by the Senators.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"ROSE MARIE"
starring
Ann BLYTH Howard KEEL Fernando LAMAS
in CinemaScope
Photographed in EASTMAN COLOR
An M-G-M Picture — and the MUSIC HALL'S GREAT EASTER STAGE SHOW

IN CINEMASCOPE
"Lucky Me" IN WARNERCOLOR
IT STARS DORIS DAY ROBERT CUMMINGS PHIL SILVERS
PARAMOUNT TIMES SQUARE

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Rackmil

(Continued from page 1)

the weakness of their charges. We would like to assure the stockholders," he continued, "that their confidence will be rewarded by continuing the progress in the growth and strengthening of our companies," referring to Decca's subsidiary company, Universal Pictures.

Losing the proxy battle was the group led by the ousted Decca director, George L. Lloyd. Elected as directors, in addition to Rackmil, were the following: Leonard W. Schneider, ex-executive vice-president of Decca; Robert W. Lee; Harold I. Thorple and Samuel H. Vallance.

Management's proposal to increase authorized capital stock to 2,500,000 shares from 1,500,000 shares was approved by a vote of more than 880,000.

Superscope

(Continued from page 1)

two years. If agreement is reached on release of the picture in Superscope it could be the first in that process to reach the market, Hecht said. He expects a decision within the next 10 days.

Stating he was "very much impressed with Superscope," Hecht also praised the other new processes. All of them, he said, and "CinemaScope in particular" have helped reawaken and increase public interest in motion pictures. He termed VistaVision "remarkable in quality," but complained that little use can be made of it now because of the lack of cameras.

Production wise, Hecht-Lancaster plans to release three films through United Artists this year. They are "Vera Cruz," in production in Mexico, "Gabriel Horn," to be filmed in North Carolina and partially in Hollywood, and "Marty," a film version of the television drama by Paddy Chayevsky for which the author received a Peabody Award last year. "Marty" is the only film contemplated by Hecht-Lancaster in black and white.

For 1955, Hecht has two productions slated. The first, "Way West," from the Pulitzer Prize winning novel, will feature Lancaster, Gary Cooper and Kirk Douglas. The other, "Trapeze," will have Lancaster in his first film circus role. Lancaster at one time was a circus acrobat. Montgomery Clift and Gina Lollobrigida will co-star.

Copyright

(Continued from page 1)

joint subcommittee of the Senate Judiciary and Foreign Relations Committees. Most of the witnesses supported the legislation, warning that film companies and other copyright owners with large export businesses might suffer heavily if the U. S. did not take part. They said other countries have been recognizing U. S. copyrights on sufference and in hope of U. S. participation in such an international agreement, and that if the U. S. does not take part, the other countries might well withdraw this protection.

However, printing trades unions have opposed the step, fearing a sudden influx of books printed abroad. And members of the House committee say that with unemployment rising in the U. S., it will be very difficult to get any legislation this year which might throw U. S. workers out of a job.

Kalmenson Sees Prosperity

(Continued from page 1)

to buy and produce stories that will make great entertainment and that the main objective of the distribution force was to market the entertainment in the most successful manner presently possible.

On the other hand, Kalmenson pointed out that "the exhibitor also must carry his responsibility to see to it that each and every picture is fully exploited where it counts the most—the attraction of patrons at his box-office. This, as I see it," he continued, "is the big job to be done—the grass roots job in the community, the job that only the exhibitor can do on the local level. Only in that way, by working together, can we take advantage of the opportunity for growth and prosperity that lies ahead in our business."

"Our business," Kalmenson told the district managers, "has undergone a tremendous period of technical transition over the past few years. We now face an equally important period of stabilization and progress in motion picture making and distribution. But now, when the future looks very bright, we can least afford to sit back. This is a dynamic business that can leave you behind the minute you sit still. And Warners is not sitting still. I always believe that every year will be a greater year than the last one, because I confidently expect greater achievement and better results all the time. This year, I can tell you without the slightest reservation that never has our studio lined up a more dramatic and entertaining group of productions than those pictures which we will be distributing over the next several months, as well as the productions planned by this organization for the future.

Studio Schedule Impressive

"If there is any bigger and better lineup of top quality product anywhere, I want to see it," Kalmenson said. "And if I sound optimistic and enthusiastic, it's because I'm convinced that what we have to market from here on in has never been duplicated anywhere.

"Jack Warner's production schedule is the most ambitious our studio has ever undertaken," he continued. It is also the greatest and the most costly. As we look over the product which we will be marketing, you must agree with me that no expense has been spared in securing and producing properties that will bring a new kind of entertainment for motion picture audiences."

Phonovision

(Continued from page 1)

May 31. Purpose of the broadcasts, according to Dr. Alexander Ellett, Zenith's vice-president in charge of research, is to make final determination of Phonovision's operating characteristics from a high-powered transmitter.

No telephone lines will be used and the images will be received only on test receivers equipped with an air code translator.

Gordon Gray, WOR-TV general manager, said that program material would consist of test patterns, films and occasional live pick-ups.

Pola-Lite

(Continued from page 1)

150 units a week, Miran Aprehamian, director of production for the company, announced.

The company's factory in East Orange, N. J., is now equipped so that production can immediately be increased to turn out more than 250 units a week.

Dr. Leon W. Wells, inventor of the Pola-Lite 3-D system, has improved the new unit which now offers complete flexibility for exhibitors in showing both 3-D and 2-D programs with the unit remaining on their projection machine, he said.

Perspecta Sound Presentation Applauded

(Continued from page 1)

theatres abroad will install Perspecta sound within the next two months. The installations, he indicated, will be in theatres abroad which already have equipped for magnetic stereophonic sound, the system utilized by 20th Century-Fox in its CinemaScope productions.

Sees Conversion Vital Overseas

These foreign market theatres, Loew stated, will have to convert for Perspecta sound by the purchase of an integrator in order to play M-G-M's CinemaScope pictures, which will be released abroad in Perspecta sound only. Asked why Loew's in the domestic market continues to release its CinemaScope pictures only in the magnetic stereophonic sound system, Loew pointed out that there are about 3,200 theatres in the U.S. equipped for magnetic sound and only the Loew's State equipped for Perspecta sound. In response to another question, he said once there are 3,200 U.S. theatres equipped for Perspecta sound, he would think it "wise" for M-G-M to switch over to Perspecta sound for its CinemaScope pictures domestically, too.

Loew cautioned that he could only speak for the international branch of Loew's. As previously reported, all Loew's pictures other than CinemaScope productions will be released with Perspecta sound both in the U.S. and abroad, with the exhibitor free to choose whether he wants to play the release with or without Perspecta sound. The same policy holds true for Paramount on all of its productions, according to a recent statement by Barney Balaban, Paramount president.

As to Warner Brothers, Loew said he was "quite sure" that Warners will not send magnetic prints abroad, choosing Perspecta sound prints, instead. He added, however, that he could not define Warners' policy. Loew also was asked what he meant when he announced earlier in the week that Warner Brothers had adopted Perspecta sound for "its productions," whether all Warner Brothers prints would be released with Perspecta sound. "As far as I know," Loew replied, "there will be no exception for Warner Brothers." However, he hedged his answer again, by indicating a definitive answer should come from Warner Brothers.

Loew claimed that the Perspecta optical sound system performs better in theatres as compared to the magnetic sound system, maintaining fewer "break-downs" for Perspecta and the elimination of the demagnification problem, in addition to other merits.

Asked for his view regarding the need for standardization of a sound system, Loew said if "the rest of the industry goes Perspecta, it is very likely that Fox" will too. He added that negotiations are under way with RKO Pictures, Universal and Columbia.

Calls It Economical

Loew maintained that the price of a Perspecta sound installation is less expensive than it is for magnetic sound, pointing to the cost of the integrator of from $800 to $900 as compared to the cost of the penthouse head on each projector. Informed that Spyros P. Skouras, president of 20th Century-Fox, has made moves to bring down the cost of the penthouse head to the price of an integrator, Loew said "maybe we'll bring down the cost of the integrator."

Loew acknowledged that he expects to meet similar British opposition to Perspecta sound as 20th-Fox encountered with magnetic sound. "It's up to us to convince exhibitors," he declared, indicating a modification of Loew's policy abroad if the organization fails in its convincing job.

Loew's, he said, has no plan to aid exhibitors in the financing of equipment. Demonstrations similar to that held at Loew's State, he continued, will be held throughout the world, the first being in Australia before the end of this month. Integrators will be manufactured at the rate of 1,000 per month, he added.

Also attending the press conference were C. Robert Fine, president of Fine Sound, Inc., the licensor of the system; and Sherman Fairchild, president of Fairchild Recording Equipment Co., the first manufacturers of Perspecta stereophonic sound equipment.

Says Conversion Took 8 Hours

The installation of the integrator, converting Loew's State's magnetic sound system to optical Perspecta sound, took more than eight hours, C. Robert Fine, president of Fine Sound, Inc., the licensor of the Perspecta sound system, disclosed here yesterday.

Fine said that the "conversion" time will vary, pointing out that at the M-G-M studio screening room, it only took three hours to install the integrator and make the conversion.

For CINEMASCOPE SPECIAL HONORARY ACADEMY AWARD



CINEMASCOPE

IN THE WONDER OF STEREOPHONIC SOUND

IS OUTGROSSING COMPAR
REGULAR 2-D PICTURES BY AT

3 TO 1



and coming..... **Robi**

in **R**

PE

ABLE

LEAST

THE ROBE
color by TECHNICOLOR

HOW TO MARRY A MILLIONAIRE
color by TECHNICOLOR

BENEATH THE 12-MILE REEF
color by TECHNICOLOR

KING OF THE KHYBER RIFLES
color by TECHNICOLOR-DELUXE

HELL AND HIGH WATER
color by TECHNICOLOR

NIGHT PEOPLE
color by TECHNICOLOR

PRINCE VALIANT
color by TECHNICOLOR



t M-M-M-**MITCHUM**

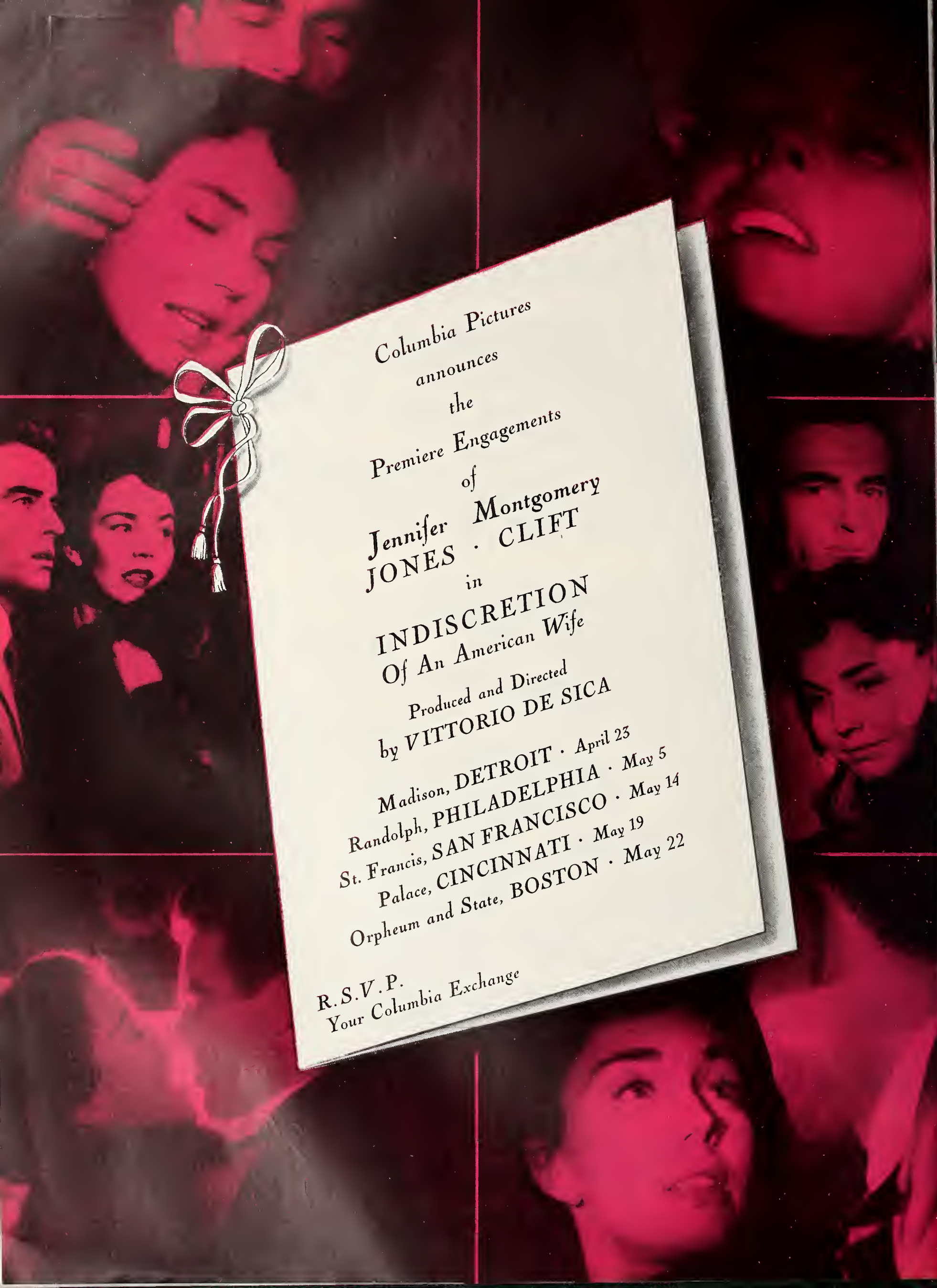


M-M-M-**Marilyn** M-M-M-**MONROE**

er of No Return

Color by TECHNICOLOR

20th CENTURY FOX


Columbia Pictures
announces
the
Premiere Engagements
of
Jennifer Montgomery
JONES · CLIFT
in
INDISCRETION
Of An American Wife
Produced and Directed
by VITTORIO DE SICA
Madison, DETROIT · April 23
Randolph, PHILADELPHIA · May 5
St. Francis, SAN FRANCISCO · May 14
Palace, CINCINNATI · May 19
Orpheum and State, BOSTON · May 22
R.S.V.P.
Your Columbia Exchange

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 74 NEW YORK, U.S.A., MONDAY, APRIL 19, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE so-called product "shortage" continues to inspire some very conflicting viewpoints, each with its impressive but contradictory testimony. Whether or not there actually is a product shortage is not easy to determine, even by talking exclusively to exhibitors. There is a shortage for one, it seems, but that was last week. This week things look different.

•

Talk to producers and most will be found in agreement that today's studio policy of fewer-but-better pictures is sound and should be continued. You can't make good pictures, say they, if the stress is upon quantity rather than quality. Studios are not organized to turn out films by assembly line, mass production methods.

Talk to distributors and you will find them pretty much agreed that not only the law (the exhibitors' law) but physical limitations and good marketing practice prohibit a voluminous release schedule calling for the sale of films in bulk. And that holds whether they are films of quality or not.

•

Adequate time is required to formulate sales policy, to develop advertising, publicity and exploitation campaigns, to prepare the market for the picture before the picture is sold. If it is a valuable property, time for such essentials is so important that a premiere or release date must be determined by the time required to complete them. These vital marketing preliminaries are of necessity short-circuited in the case of releases in volume, with the result that earnings of both exhibitor and distributor suffer.

•

Talk to exhibitors and you will find some who have no complaint, others who were about to be panicked but were saved by an extended run of one of the "better but fewer" pictures, and others who contend they are able only to exist from booking to booking,

(*Continued on page* 2)

TO DECIDE ON FIGHT THIS WEEK

A decision this week, possibly tomorrow, will be made on whether the upcoming Marciano heavyweight title bout will go on home TV or be theatre telecast, an International Boxing Club spokesman disclosed here at the weekend.

IBC, promoters of the June 17 fight between Rocky Marciano and Ezzard Charles, to be held at Yankee Stadium, has been negotiating with Nathan Halpern's Theatre Network Television organization, it was stated. Edmund Dorfman, head of Stadium Television, and Box Office Television also were said to have put in bids, although BOT reportedly has withdrawn its proposal.

The IBC spokesman, asked if IBC is seeking $155,000 from theatre TV interests for the bout, declined comment.

HUGHES SEEN OUT OF RKO TAX LOSS PICTURE; OTHERS BUYING IN

Tax specialists contend that Howard Hughes has been disqualified from using the tax benefit of RKO Pictures' accumulated losses against profits of other of his enterprises as a result of purchasing only the picture company's assets.

Had Hughes bought the stock of the parent company, rather than the assets, there would have been no question of his being able to use RKO Pictures' tax loss carry-forward. It is contended, however, that the present law prohibits him from doing so under the existing circumstances. The law is now in process of being rewritten by the House Ways and Means Committee.

Financial district speculation is that with Hughes presumably unable to use RKO Pictures' tax loss carry-forward position himself, it retains a value which could be used by others willing to acquire 95 per cent of the

(*Continued on page* 4)

TV Manufacturers Want Tax Relief on Par With Pictures

WASHINGTON, April 18.—A spokesman for television manufacturers complained to the Senate Finance Committee that Congressional tax-writers had done nothing for his industry while giving substantial tax relief to the motion picture industry.

Glen McDaniel, president of the Radio-Electronics-Television Manufacturers Association, made the complaint in testimony before the Senate Finance Committee on the House-passed technical tax bill. He urged the Senators to amend the bill to remove the 10 per cent manufacturers' excise tax on radio and television sets.

When Congress imposed the tax in 1950, McDaniel said, it indicated the tax was partly to raise revenue for the Korean War and partly to equalize entertainment competition with motion pictures. "Now Congress has in

(*Continued on page* 4)

Naturama New 3-D One-Strip System

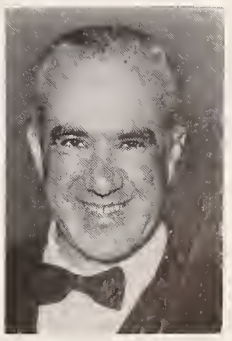
DAYTON, O., April 18.—A new single-strip 3-D system known as Naturama is being marketed by Synthetic Vision Corp. of Dayton. Lt. Col. Robert V. Bernier, engineering vice-president of the company, said that the equipment had met laboratory tests following extensive experiments.

The Naturama system, according to Bernier, incorporates both the left and right eye images required for true three dimensions on a single film strip. The two images, he said, are superimposed for viewing with a minimum

(*Continued on page* 4)

Altschuler Setting Rep. Global Plans

Sales and promotional campaigns for Republic releases will be so coordinated as to give the company's pictures abroad the same marketing advantages they enjoy here under the new global sales plan to be administered by Richard Altschuler who, as president of Republic Pictures International and vice-president of Republic Pictures, has been appointed to the newly created post of world wide director of sales by Herbert J. Yates, president of Republic.



R. W. Altschuler

As a result of an inadvertent error, MOTION PICTURE DAILY on Friday

(*Continued on page* 4)

1st of Majors

Next Cinerama Picture Will Be Made by WB

'Lewis and Clark' Set As the Story Property

Warner Brothers became the first major studio to enter into Cinerama production, with the announcement that the studio has concluded a deal with Stanley-Warner Cinerama for "Lewis and Clark," a Warner property.

In a joint statement issued here at the weekend, Si H. Fabian, president of Stanley Warner and its Cinerama subsidiary, and Jack L. Warner, WB vice-president, the deal was hailed as a "milestone." The story, said Fabian and Warner, "was selected after a long search by our companies for a

(*Continued on page* 5)

Name Gins Universal District Manager in Branch Realignment

The promotion of Joseph Gins, Universal Pictures branch manager in Washington to the post of district manager with headquarters in Boston effective May 3 was announced over the weekend by Charles J. Feldman, vice-president and general sales manager.



Joseph Gins

At the same time, Feldman announced a realignment of branch offices and the promotion of Harold Saltz, branch manager in New Haven to the post of branch manager in Washington, succeeding Gins; the

(*Continued on page* 4)

Two-Speakers-in-Car Makes Bow in Omaha

OMAHA, April 18.—Despite near-freezing weather, a full "house" turned out to witness the opening of CinemaScope here with "Beneath the Twelve-Mile Reef" as the attraction at the Airport Drive-in.

The Airport is the first Midwestern

(*Continued on page* 4)

Personal Mention

DR. RENATO GUALINO, general director of Italian Films Export, president of I. F. E. Releasing Corp., and chief of the recently established foreign office of ANICA, will arrive here today from Rome.

•

MURRAY BAKER, Cincinnati-Indianapolis representative for I. F. E. Releasing Corp., has announced the birth of a daughter, his first child, in Cincinnati on Tuesday. MRS. BAKER is a former office manager and head booker for Tri-State Theatre Service.

•

LARRY COWEN, manager of Proctor's Theatre, Troy, N. Y., will retire May 1 from the Naval Reserve with the rank of lieutenant commander after 30 years' service.

•

JOSEPH BLAUFOX, industry field exploitation representative, is recuperating from surgery at the home of his sister, MRS. LILLIAN LANGBERG of Lynbrook, Long Island.

•

SAMUEL HACKER, industry accountant, has returned here after a four-week stay in Los Angeles where he opened a branch office, with JOHN E. MCDERMOTT in charge.

•

WILLIAM ZIMMERMAN, motion picture attorney, has left here for Milwaukee and is due to return on Wednesday.

•

P. T. DANA, Universal Pictures Eastern sales manager, left here over the weekend for Pittsburgh, Buffalo and Boston.

•

JOE HYAMS of the Columbia exploitation staff and BEVERLY GARLAND will be in Hartford today from New York.

•

RONALD NEAME, M-G-M writer, will arrive here today from the Coast for a two-day visit.

•

JOHN DIGHTON, director, will arrive here tomorrow from England on the "Queen Elizabeth."

•

RAY MILLAND and his wife left here Saturday for France aboard the "Ile de France."

•

JULES LEVEY, independent distributor, will return here tomorrow from Toronto.

•

BILLY TAUB will leave here today for London via B.O.A.C. Monarch.

Disney to Receive Award From DAR

WASHINGTON, April 18.—The Daughters of the American Revolution will present an award to Walt Disney on Thursday for producing the best children's picture of 1953, "Peter Pan."

Charles Levy, Eastern advertising and publicity director for Walt Disney Productions, will accept the award in behalf of Disney, at the presentation ceremony. Also recipient of an award will be Lowell Thomas.

Testimonial Dinner For George Bowser

LOS ANGELES, April 18. — George Bowser, vice-president of National Theatres, and general manager for the past 10 years of Fox West Coast Theatres, will be honored Wednesday night at a "bon voyage dinner" to be held in the Colonial Room at the Ambassador Hotel. Charles P. Skouras, president of the theatre circuit, will host the affair which will be attended by 100 business associates.



George Bowser

Bowser, who has been with the company since 1932 in an executive capacity, is taking a six-month leave of absence from his duties, effective May 1, to visit his birthplace in Greece.

Skouras Promotes Zabel

Edwin F. Zabel, the company's chief film buyer, has been moved up by Skouras to fill the post of general manager of Fox West Coast Theatres. Zabel, who has been with Fox West Coast for 26 years, became assistant to Skouras shortly after he took over management of the circuit, and for the past ten years has been chief film buyer for National Theatres.

SPG-20th Contract Extended 3 Weeks

The present contract between the Screen Publicists Guild and 20th Century-Fox, which reached its expiration date over the weekend, has been extended for three weeks so that the company's counter proposals could be discussed by unit members, a guild spokesman said.

Advertising, publicity and exploitation personnel who are members of the SPG, will meet today to discuss 20th-Fox's counter proposals. The company and publicists have been conferring about a new pact for the past few weeks.

The guild is still negotiating for new pacts at Warner Bros. and Universal Pictures.

Albany V.C. Tent to Sponsor Carnival

ALBANY, April 18.—The local Variety Club tent plans to sponsor a carnival for a week's stand here in July. The tent also plans to sponsor an all-star wrestling show after Labor Day for the benefit of its Camp Thatcher Fund.

Ben M. Becker, district Amateur Athletic Union chairman, who arranged a two-night boxing tournament for the boys' camp last January, will line-up the wrestling card.

Becker and Charles W. Ryan, coworker on the boxing project, were presented with honorary memberships in International Variety Clubs at a recent dinner.

Tax Slice No Help To One Ohio City

MASSILLON, O., April 18.— Local patrons currently are paying more tax than before the Federal cut in the admission impost. Under a city ordinance, a municipal tax of 23 per cent is assessed on all admissions where a 20 per cent tax is not otherwise paid. The recent Federal reduction automatically places the local theatres in line for the 23 per cent tax, plus the Federal 10 per cent and the additional three per cent which the city collects on all admissions, regardless of what other taxes are paid. There is a movement on foot to repeal the existing 23 per cent tax.

Myers Charges 20th Stereo Ad 'Misleads'

WASHINGTON, April 18.—Trade advertising by 20th Century-Fox reproducing some favorable comment on stereophonic sound with "The Robe" in a small theatre in Iowa by Charles Jones, secretary of Iowa-Nebraska Allied, is termed "false and misleading" by Abram Myers in a communication to Allied directors.

Myers does not contend that Jones did not praise stereophonic sound and assert that to deny it is good is "ridiculous." Myers contended that the 20th-Fox ad does not make it clear that Jones was expressing his personal opinion and not that of Iowa-Nebraska Allied.

Sees 'Embarrassment'

Myers also charged that in quoting numerous other independent exhibitors, many of them members of Allied States units, as enthusiastically endorsing stereophonic sound in their theatres, 20th-Fox is engaging in a "palpable attempt to embarrass Allied."

Nevertheless, Myers asserts that "Allied has made it clear that it does not oppose the installation of CinemaScope with stereophonic sound by any exhibitor who can afford to do so and thinks it worthwhile. What Allied objects to is the coercion and misrepresentation used by that company in forcing its will upon the exhibitors."

Spokesmen for 20th Century-Fox said on Friday they did not think the company would care to comment on Myers' statements.

Canadian Chromatic Acquired by FPC

OTTAWA, April 18.—Famous Players Canadian has obtained exclusive rights for Canada to license the inventions of Chromatic Television Laboratories, maker of the chromatic color tube. President and managing director J. J. Fitzgibbons issued the statement in the firm's annual report.

The company holds 50 per cent interest in television stations in Kitchener, Ont., and Quebec City, Que.

Tradewise . . .

(*Continued from page* 1)

with nothing in view to be dated ahead.

And yet double features still are dominant where they have always been found to exist; distributors contend that the spread in number of playdates between one picture and another is as great as it ever was; film importers assert there is no noticeable increase in demand for their product, and one major company, after adding sales specialists to its staff to push British product exclusively, reports as much exhibitor resistance as ever on the part of film buyers.

•

Also, exhibitors who can't, or won't, buy stereophonic sound, profess, when you talk about that, to be getting along all right without the product of companies who don't want it exhibited except with stereophonic sound. In other words, there is a shortage for some if they are not fighting stereophonic sound, but films to spare if they are.

•

The answer to it all probably lies not in mere numbers of pictures but in the need of every theatre for more of the better pictures.

Heller Co.'s Earnings Increase For Quarter

CHICAGO, April 18.—Walter E. Heller & Co., and subsidiaries, active in motion picture financing, earned $480,281 after provision for income taxes in the three months ended March 31. This is compared with $405,668 in the corresponding quarter of last year. Walter E. Heller, president of the company, made the announcement.

These latest earnings, after preferred dividend requirements of $83,617, were equal to 70 cents a share on 568,718 shares of common stock outstanding. This compares with per-share earnings of 80 cents a share in the corresponding quarter the year before, based on 433,544 shares and after preferred dividend requirements of $60,853.

Funds available to the company, resulting from an increase in capital stock in November, 1953, have not yet been fully employed by the company.

Walter E. Heller & Co. are installment bankers and factors of Chicago and New York.

Samuel Weintraub Dies

Samuel Weintraub, assistant contract department manager at 20th Century-Fox, died last week in New York at the age of 51. A veteran sales executive with 32-year service with the company, he is survived by his wife.

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"French Line"

"Dollar Line"

"Box-office Line"

HOWARD HUGHES presents

JANE RUSSELL

in

THE FRENCH LINE

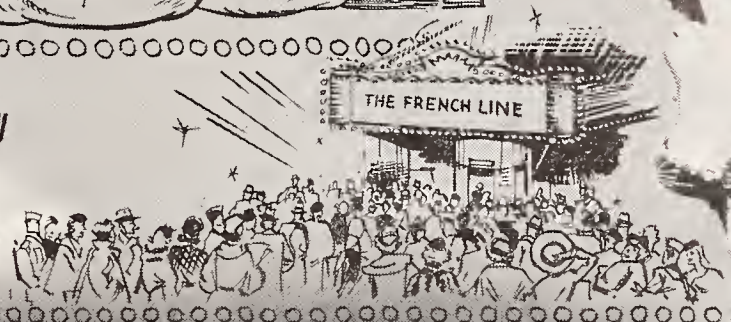
Color by TECHNICOLOR

co-starring

GILBERT ROLAND · ARTHUR HUNNICUTT with MARY McCARTY

An EDMUND GRAINGER Production · Directed by LLOYD BACON





... any time you take it's the same exciting story— Hold over business and new record grosses for RKO's "The French Line"

THEATRE	TOWN	COMMENTS
RIALTO	**Louisville, Ky.**	In second week
DE ANZA	**Riverside, Calif.**	Held over three days
BROADWAY	**Denver, Col.**	In sixth week
ORPHEUM	**Los Angeles, Calif.**	After 5 weeks moved to Rialto
HAWAII	**Los Angeles, Calif.**	Now in 7th week
ACADEMY	**Provo, Utah**	Held over for three days
CENTER	**Charlotte, N. C.**	Held over for nine days
MALCO	**Hot Springs, Ark.**	Going into second week
SUNSET Drive-In	**Memphis, Tenn.**	In fourth week
TUDOR	**New Orleans, La.**	In fourth week
VILLA	**Salt Lake City, Utah**	Held over for two weeks, two days
MISSOURI	**St. Louis, Mo.**	1 week at Fox, 3 weeks at Missouri
KENTUCKY	**Lexington, Ky.**	Second week
PRINCESS	**Bloomington, Ind.**	Second week
LIDO	**Newport Beach, Calif.**	Held over four days.
CAPITOL	**Richmond, Va.**	After one week day-and-date at the Byrd and State moved over
CALIFORNIA	**Ontario, Cal.**	Held over one week
CINEMA PARK Drive-In	**Phoenix, Ariz.**	Held over for additional week
BROADWAY	**Portland, Ore.**	Held over for additional week
MISSION	**San Diego, Cal.**	Completed two weeks, holds for third
KING CENTER Drive-In	**Houston, Texas**	Completed two weeks, holds for third
MET	**Jackson, Tenn.**	In second week, holds for third
MELBA	**Dallas, Texas**	In second week, holds for third
QUEEN	**Austin, Texas**	In second week
STATE	**Raleigh, N. C.**	Held over for additional days beyond week
NEWPORT & COLLEY	**Norfolk, Va.**	Will hold second week, day-and-date
COMMODORE	**Portsmouth, Va.**	Will hold for second week
PINNEY	**Boise, Idaho**	In second week
PINES Drive-In	**Little Rock, Ark.**	Will hold for second week

Here's some of the record breaking "French Line" engagements!

OPENING SOON FOR EXTENDED RUNS IN NEW YORK, WASHINGTON, PHILADELPHIA, DETROIT, SAN FRANCISCO AND MILWAUKEE.

RKO RADIO PICTURES

Drive-ins Reflect Growing Use of New Media

(*Continued from page* 1)

drive-in, and third in the nation to employ CinemaScope. J. Robert Hogg, owner, said he nearly decided to postpone the opening when rain blanketed the Omaha area. At the same time, temperatures hovered at two degrees above freezing.

"I'm glad I didn't," he said. "All comments were fine, and patrons quickly took to the idea of using two speakers in a car." Exhibitors were here from miles around, the owner added, and "we discovered we will need two cashiers for the concessions in the future."

Hogg bought the near thousand-car drive-in last fall when it was 80 percent completed. It contains a 70-foot screen on a five story tower which houses a garage and office on the first floor, manager's apartment on the second, and storage on the others.

Two speakers per car are used, four to a post with two gray and two blue and white. Customers are instructed to put two of the same color in their cars. Cords were manufactured by Koiled Kords, Inc., with one cord and one four foot straight extension cord for each car.

'The Robe' Plays Three Weeks At Salt Lake City Drive-in

SALT LAKE CITY, April 18.—The third week gross for "The Robe," $9,000, at the Motor Vue Drive-in here, exceeded the take for the second week, it is reported by Erick C. Peterson, operator of the theatre. The three-week engagement broke the previous playing-time record by 11 days.

Peterson, in a telegram to Spyros P. Skouras, president of 20th Century-Fox, wrote: "We are thrilled beyond words with our CinemaScope installation. Plenty of light on the screen with no distortion. People enthralled at beautiful picture, and stereophonic sound improves quality of sound 100 per cent, besides giving very effective directional sound."

Dual Drive-in Opening of 'Robe' In Ft. Worth and Corpus Christi

FORT WORTH, April 18.—An "enthusiastic" audience including theatre-owners, civic dignitaries and local reporters were on hand for the debut this evening of "The Robe," at Claude Ezell's Jacksboro drive-in here.

The opening coincided with the outdoor premiere of the CinemaScope production at the Gulf drive-in, Corpus Christi. They marked the Texas drive-in launching of the new medium, 20th Century-Fox reports.

Preceding the opening at Jacksboro's 500-car drive-in, was a strong advertising, publicity and exploitation campaign by the Ezell circuit. Ezell is installing CinemaScope equipment in other drive-in theatres in his Texas chain, Century-Fox said.

Texas Civic, Industry Leaders Attend Outdoor Bow of 'Robe'

CORPUS CHRISTI, April 18.—CinemaScope and stereophonic sound were introduced to Texas drive-in theatres here this evening in an opening by Claude Ezell at the 750-car Gulf drive-in theatre. "The Robe" was featured.

Attending the special performance were press representatives, business and civic leaders and film industry members from Corpus Christi and surrounding area.

Audience Enthusiastic

Simultaneous with today's CinemaScope introduction here, was one at the Jacksboro drive-in, Fort Worth.

Comments by audience members after the program were highly favorable, with notable praise going to sound quality, 20th Century-Fox said.

Further installations of CinemaScope and stereophonic sound are proceeding at other Ezell circuit drive-ins throughout Texas.

Advertisers Find 'Scope Descriptive

CinemaScope is becoming a descriptive word outside of the industry. Storecast Corp. of America, supermarket advertising-merchandising system, in announcing a new First National store in Yonkers, is advertising it as a store which "is to supermarkets what CinemaScope is to Movies."

MGM's 4th Short In CinemaScope Available June 25

M-G-M will release its fourth CinemaScope musical short entitled "The M-G-M Jubilee Overture" on June 25. It will be available for exhibition with "The Student Prince," also in CinemaScope. Previously M-G-M produced and distributed "Capriccio Italien" along with "Julius Caesar"; "Poet and Peasant" with "Rose Marie"; and "Merry Wives of Windsor," with "Knights of the Round Table."

The "M-G-M Jubilee Overture" is directed by Johnny Green, musical director, and has the following eleven numbers in it: "Singin' in the Rain," "I've Got You Under My Skin," "Broadway Rhythm," "The Last Time I Saw Paris," "Temptation," "Baby, It's Cold Outside," "Be My Love," "Trolley Song," "On the Atchison, Topeka & Santa Fe," "Donkey Serenade," and "Over the Rainbow."

Tax Relief

(*Continued from page* 1)

practical effect removed the tax from movies, but has done nothing this time to equalize competition," he declared.

Sen. Long (D., La.) said he was considering offering an amendment to repeal the TV tax, but chairman Millikin (R., Col.) said he did not think the committee would go into the question of excise rate changes in the revision bill.

Long asked McDaniel if some of the television industry's difficulties were not caused by the advent of color sets. McDaniel admitted that "we have created a great monster." He said color sets at $1,000 to $1,200 were too expensive for the public to buy, but at the same time the public was holding off buying black-and-white sets in hope that the price of color sets would come down.

Universal

(*Continued from page* 1)

promotion of Alex Schimel, salesman in New Haven to the post of branch manager in New Haven and the promotion of Raymond Squer, student salesman in Pittsburgh to the post of salesman in New Haven.

Gins succeeds John Scully who resigned several weeks ago. The realignment in branch offices will find Gins supervising the Boston, New Haven, Albany, Buffalo and Washington branch offices, while P. F. Rosian, district manager, will supervise Cleveland, Pittsburgh, Detroit and Philadelphia.

Gins, a veteran of more than 25 years in the industry during which time he held posts with Tiffany-Stahl and Columbia, joined Universal in December, 1946, as a special field sales representative for the J. Arthur Rank product handled by the company. When this sales division was disbanded in June, 1947, Gins became branch manager in Buffalo and was subsequently promoted to branch manager posts in Cincinnati and Washington.

Joined Universal in 1939

Saltz joined Universal in 1939 as an office boy in the New York exchange. He was promoted to posts of assistant booker in Cleveland and booker in Minneapolis before entering the U. S. Armed Forces in June, 1942. Returning from service in 1946 he became office manager in New Orleans, salesman then sales manager in Philadelphia and then branch manager in New Haven in September 1953.

Schimel, a veteran with Universal, has held salesman posts in Boston, Cleveland and New Haven.

Naturama

(*Continued from page* 1)

of optical problems, with the result that 40 to 60 per cent more light is usable.

Standard 35mm. projection equipment is used and the Naturama attachment is mounted in front of the lens, Bernier said. He announced that two models of the attachment and a new 3-D projection lens were now ready for production, giving the exhibitor a choice of equipment best suited for his theatre.

Erikson Out as Head Of 'Voice' Overseas

WASHINGTON, April 18.—Leonard Erikson has resigned, effective April 30, as head of the government's "Voice of America" overseas radio program.

The resignation was announced by U. S. Information Agency director Theodore Streibert, who pointed out that Erikson's appointment originally had been made with the understanding that it was for a limited period. Erikson will rejoin McCann-Erickson, advertising agency.

'Carnival' First Day Called a $6,000 Draw

Despite inclement weather, RKO Radio's "Carnival Story" opened strong Friday at the Criterion Theatre here, drawing $6,000, a near record. The King Brothers production stars Anne Baxter and Steve Cochran, the latter of whom made a personal appearance at the opening. Cochran previously had been a guest on "The Morning Show" over CBS-TV at 8:15 A.M.

Altschuler

(*Continued from page* 1)

identified the picture of Morey Marcus, vice-president of Republic International, as that of Altschuler. Apologies are extended for the error and by way of correction the accompanying picture of Altschuler is published.

Johnston and Clark Leave for Hollywood

WASHINGTON, April 18.—Motion Picture Association of America president Eric A. Johnston and vice-president Kenneth W. Clark were scheduled to leave here today for Hollywood, where they plan to stay "several days" on MPAA business. They're scheduled to return here at the end of the week.

Israel Heads Committee

HOLLYWOOD, April 18.—Sam Israel, Universal-International studio publicity director, has succeeded Teet Carle of Paramount as chairman of the studio publicity directors committee of the Association of Motion Picture Producers. George Lait of Columbia was elected to serve as co-chairman for the ensuing year and to succeed Israel as chairman.

Hughes Out of RKO Tax Loss

(*Continued from page* 1)

stock. Atlas Corp. is mentioned as the company which not only has acquired much of the RKO Pictures stock traded at the premium price of 6⅛ in recent weeks, but which also might enter into a deal with Hughes to buy the balance of 95 per cent of the stock needed as the present RKO stockholders turn in their shares for redemption at the $6 price offered by Hughes.

Associates of Hughes have insisted they knew of no plan he entertained at any time to use the RKO Pictures' tax loss carry-forward benefit and are disinclined to believe such an intention played any part in his decision to purchase all of the assets of the parent company.

Substantially this statement is Hughes' declaration in his prospectus filed with the Securities & Exchange Commission that his only plan for the parent RKO company after its assets had been sold to him was the dissolution of the company.

Wholly in the realm of speculation, it is considered possible, therefore, that Hughes might be approached by a company such as Atlas which could use the RKO tax loss carry-forward to advantage. It would need 95 per cent of the stock to do so and while substantial amounts may have been acquired in the market already, there appears to be no certainty at this stage that changes in the tax law ultimately might rule out those who have acquired a 95 per cent interest solely to benefit from a tax loss carry-forward position.

WB-Cinerama

(Continued from page 1)

major property which would match the magnitude of the Cinerama process and which would, at the same time, contain the elements of high adventure, personal drama and audience participation."

The acquisition of the "Lewis and Clark" property represents the third announced Cinerama production. The second one, now in production under the direction of Louis de Rochemont, "Cinerama Holiday," is due to be completed sometime in June. The first production, "This Is Cinerama," is still playing around the country and is due to open today in Minneapolis.

Climaxed Long Negotiations

The closing of the Warner Brothers deal came after months of negotiations with Stanley Warner, the company which now owns exclusive exhibition and distribution rights for the process. Stanley Warner was known to be conducting negotiations with other major studios, in addition to Warner Brothers.

The joint Fabian-Warner statement said that "'Lewis and Clark' will be budgeted as the greatest production ever conceived by the studio." It will cover the years from the Louisiana Purchase to the opening of the then unknown West, the statement added.

"This Is Cinerama," the initial production, is now in its 83rd week in New York, its 54th week in Detroit, 50th week, Los Angeles; 30th week, Philadelphia; 24th week, Washington; 16th week, Boston; 36th week, Chicago; 18th week, Pittsburgh; 17th week San Francisco; and 10th week St. Louis.

Charlotte, St. John Lead in UA Drive

Taking the lead in final phases of United Artists 35th anniversary sales drive honoring president Arthur B. Krim, are UA branches in Charlotte and St. John, Canada. The leaders moved in front in the over-all standings for the drive's 19th week.

The 32 UA branches are competing in three groups of equal grossing potential in the six-month drive, which ends May 15. Billings to date point to the most successful sales campaign in UA's history, the company stated.

Runner-up to Dallas in the first group is the Atlanta branch, with third spot held by Washington. Following Charlotte in the second group is New Orleans, while St. Louis holds down third place. Second to St. John in group three is New Haven and Vancouver is third.

The domestic drive honoring Krim is being paralleled by a year-long overseas sales push in Europe, Africa, Asia, Australia and South America.

2 Amusement Firms Register in Albany

ALBANY, April 18.—Two concerns have registered certificates to conduct motion picture and television businesses in New York.

Television Buying Syndicate, Inc., with authorized capital stock at 100 shares, no par value, registered to conduct motion picture and television enterprises. Easton Films, Inc., through incorporating attorneys Gutterman, Newman & Reichhart of New York City, registered for a motion picture business. Easton's capital stock is 200 shares, no par value.

Reviews

"Playgirl"

(Universal International)

THE sordid side of New York night life replete with a naive model pursuing fame and fortune, easy-money playboys and surly gangsters, make "Playgirl" a flashy showcase for audiences looking for diversion on the sensational side. The story line at times parallels recent New York revelations of vice rings employing "models" as companions for lonely "expense account clients."

Shelley Winters and Colleen Miller supply the heart interest, with Miss Winters portraying a hard-boiled showgirl who teaches the ropes to her green young friend from Nebraska. Barry Sullivan, a magazine editor who delights in females other than his wife; Richard Long, a socially prominent but financially obscure young man dealing in female companions for those who can afford them, and Gregg Palmer, Sullivan's aide, as Miss Miller's sweetheart, handle the male roles.

Miss Winters begins "educating" Miss Miller, the overwhelmed newcomer to the big city, by launching her socially in a date with Long. Through the influence of Palmer, Miss Miller gets a job as model for Sullivan, the publication's unhappily married editor. He shows immediate interest in the newcomer, who doesn't realize Miss Winters' interest in Sullivan.

Miss Miller finds success immediately when she is featured on the magazine's cover and is squired to an elegant party by Sullivan. There Miss Winters storms in and raises the roof. Sullivan deposits his discovery in an apartment, and in the ensuing mix-up, is accidentally shot by Miss Winters. Both girls' careers are ruined by the scandal, and Miss Winters takes to drink.

Desperate, Miss Miller turns to Long who sees that she becomes one of New York's most sought after "party girls." In a proposed trap set to kill a professional gambler with Miss Miller as bait, Miss Winters is mistakenly shot. But Palmer arrives in time to hear Miss Winters absolve her friend of any guilt in the arrangement. After taking the wounded girl to the hospital, Miss Miller and Palmer set plans for their future together.

"Playgirl" was produced by Albert J. Cohen and directed by Joseph Pevney. The screenplay by Robert Blees is from a story by Ray Buffum.

Running time, 85 minutes. Adult classification. Release in May.

"Arrow in the Dust"

(Allied Artists)

A FORMIDABLE picture of life as it was lived and death as it occurred when the wagon trains trekked Westward under protection of the U. S. Cavalry is Hayes Goetz' second effort for Allied Artists. Sterling Hayden, an Army deserter masquerading as a cavalry major in charge of a wagon train, and Coleen Gray as a passenger with whom he eventually falls in love, are cast as the film's stars. For melodic relief, "Arrow in the Dust" has Jimmy Wakely breaking into the action with an occasional song of his own composition and performance, while Tom Tully gives a powerful portrayal of a trail scout. Western terrain photographed in graphic color by Technicolor, and the forcefulness of the fights between large bands of Indians and a steadily dwindling detachment of cavalry, are primary factors for the film's audience interest and attraction.

The script by Don Martin, based on a novel by L. L. Foreman, opens with Hayden, a deserter, coming upon his cousin, a cavalry major, in dying condition. It then follows him through his experiences when, urged by the dying man, he overhauls a wagon train and protects it against Indian assaults. The action is contained in the caravan's cross-country trip to Oregon. The suspense-building qualities of the script with the hazardous journey as backdrop, are the pictures main selling points.

Lesley Selander directed and Marvin Mirisch was associate producer for "Arrow in the Dust," which contains Keith Larsen and Tudor Owen in supporting roles.

Running time, 80 minutes. General classification. Release, April 25.

"Melody of Love"

(Sud Film-IFE)

BILLED as a "comedy" with Italian and Neapolitan songs and melodies, this has little more to offer than a few interesting scenes of the Bay of Naples and environs. The musical, with Italian dialogue and English titles, stars Giacomo Rondinella, singer with Radio-Rome, and Maria Fiore, of "Two Cents Worth," whose current performance is undistinguished. Also featured are Nadia Gray, Tina Pica, Giuseppe Porelli and Giovanni Grasso.

The thin story by Roberto Amoroso puts a strain on the eternal triangle theme. Miss Fiore is prevented from marrying her singing sailor-lover, Rondinella, by Grasso, her father. But she can't elope because Grasso suffers from a heart ailment and uses it to hold his daughter. After several pointless misunderstandings, Rondinella returns from a global singing tour and gets together with his long-suffering beloved.

Francesco Izzarelli's photography of scenic Naples harbor shines through the presence of inconsistent direction, sluggish acting and virtual absence of plot. Perhaps those who have never been abroad would like "Melody of Love," for its tourist value alone. It has little to attract either art theatre or Italian neighborhood patronage.

Amoroso produced in addition to writing the story, and Mario Costa directed the photoplay by A. G. Maiano, Costa and Amoroso.

Running time, 96 minutes. General classification. Release date, April 17.

'Blue Book'

Committees of UJA Include Top Officials

Names of the United Jewish Appeal's executive committee leading the current industry-wide UJA drive, were released at the weekend through Adolph O. Schimel, vice-president, secretary and general counsel of Universal Pictures Co. Schimel is 1954 chairman of the motion picture and amusement division for UJA of Greater New York.

To Work with Steering Group

Members of the committee, which will work closely with the steering committee, are Leon J. Bamberger, RKO; Maurice A. Bergman, Universal; Harry Brandt, Brandt Theatres; Jack Cohn, Columbia; Julius Collins, ASCAP; Ned E. Depinet, RKO; Edward Fabian, Fabian Theatres Corp.; Leopold Friedman, Loew's; Emanuel Frisch, Rinzler & Frisch; William J. German and Harry Goldberg, Stanley Warner; Leon Goldberg, United Artists; Leonard H. Goldenson, American Broadcasting-Paramount Theatres; Irving Greenfield, Loew's; Edward L. Hyman, American Broadcasting-Paramount; Harry Kalmine, Stanley-Warner; Harry Mandel, RKO Theatres; Abe Montague, Columbia; Charles Moskowitz, Loew's; Joseph H. Moskowitz, 20th Century-Fox; and Charles B. Moss, B. S. Moss Corp.

All Fields Represented

Others on the committee are Louis A. Novins, Paramount; Arthur Israel, Jr., Paramount; Arnold Picker, United Artists; Milton Rackmil, Universal; Harold Rinzler and Samuel Rinzler, Rinzler & Frisch; Herman Robbins, National Screen Service Corp.; Abe Schneider, Columbia; Leonard W. Schneider, Decca; Samuel Schneider, Warner Bros.; Fred J. Schwartz and Sol A. Schwartz, RKO Service Corp.; Maurice Silverstone, 20th-Fox; Nathan B. Spingold, Columbia; Solomon Strausberg, Interboro Circuit; Morton Sunshine, "The Independent Film Journal"; Joseph R. Vogel, Loew's; Adam Wachtel, Sargoy and Stein; Major Albert Warner, Warner Bros.; Robert N. Weitman, American Broadcasting-Paramount Theatres; Mortimer Wormser, Columbia and Max Youngstein, United Artists.

Steering committee consists of Barney Balaban, Paramount; Robert S. Benjamin, United Artists; Harry Brandt, Brandt Theatres; Simon H. Fabian, Stanley Warner and Samuel Rosen, Stanley Warner.

Will Honor Skouras

The executive committee will work with steering committee members, to assure success of the industry's annual luncheon for UJA on May 20, at the Hotel Pierre here. Spyros P. Skouras, president of 20th-Fox, will be honored then for his "service in the advancement of motion pictures and his philanthropic concern for people in need."

UJA of Greater New York's major monetary aim for 1954 is to raise the metropolitan area's share of the organization's national goal of $119,921,150.



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•

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LOW-COST IMPROVEMENT — Your "National" carbons deliver maximum screen-light at, or near, maximum recommended operating currents. *Only by operating at peak current can you get all the screen light your present equipment is capable of delivering.* So, while you're figuring new lamps or awaiting delivery, don't miss this inexpensive means of improving your position in a highly competitive market. *Light* is box office, too!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 75 NEW YORK, U. S. A., TUESDAY, APRIL 20, 1954 TEN CENTS

Easter Business

Holiday Sends B'way 1st-run Grosses High

'Marie,' 'Knock' Break Records and Set Pace

"Rose Marie" and "Knock on Wood" led the Easter grossing parade along Broadway this week, chalking up record-breaking business at the Radio City Music Hall and Capitol.

Holiday business, in most first-run situations, was hit by the rain on Saturday, but when the skies cleared on Sunday and Monday, the box-office take spurted ahead.

At the Radio City Music Hall,

(*Continued on page 3*)

International Film To Distribute AA Product in Canada

Allied Artists Pictures Corp. has concluded a franchise distribution deal with International Film Distributors, Ltd., whereby the latter company will distribute all forthcoming Allied Artists product in Canada under the banner of Allied Artists Productions, Ltd., it was announced by Steve Broidy, president of Allied Artists.

The five-year pact becomes effective

(*Continued on page 2*)

Says CinemaScope Grosses 95% Higher Than Conventionals

An analysis of results on four CinemaScope pictures indicates that the total grosses so far are roughly 95 per cent higher than the average gross of comparable conventional pictures, Spyros Skouras, president of 20th Century-Fox, stated in his annual report to stockholders. He mentioned "How to Marry a Millionaire," "Beneath the Twelve-Mile Reef," "King of the Khyber Rifles" and "Hell and High Water" as examples. Skouras pointed out that the latter three films plus "Night People" were produced from stories designed for conventional treatment and that, because of CinemaScope, they will be profitable.

The development of the new techniques will result in an augmented output of CinemaScope productions,

(*Continued on page 3*)

Para. to Release 60 1-Reels Next Season

Sixty one-reel short subjects will be released by Paramount during the year beginning October 1, Oscar A. Morgan, short subjects and newsreel sales manager, announced yesterday. This same number is being released during the current 12-month period. The 1954-55 period will bring release also of the usual 104 semi-weekly issues of Paramount News, Morgan reported.

All Paramount shorts are being pro-

(*Continued on page 2*)

Majors' Plea to High Court

Say Consent Decrees Don't Affect Private Trust Suits

WASHINGTON, April 19.—Film distributors today asked the Supreme Court to rule that the consent decrees in the Paramount case are not admissible as evidence against them in private anti-trust suits. They said such a high court ruling would bring an end to many "untenable" exhibitor suits now pending in lower courts.

The request was made by Loew's and 20th Century-Fox in appealing to the high court a decision of the 10th Circuit Court of Appeals. The Appeals Court decision upheld a $300,000 damage award against Loew's, 20th-Fox and RKO and in favor of Cinema Amusements, Inc., a Denver exhibitor.

RKO also appealed the case to the high court, but did not make the point on the Paramount case since the lower courts had not permitted the Paramount decrees to be used as evidence

(*Continued on page 6*)

Universal District Mgrs. to Meet Here

Universal Pictures' district sales managers will assemble in New York on Monday for a week-long series of meetings with home office executives to discuss distribution plans on the company's forthcoming product and for a review of general sales policies, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager.

One meeting will be devoted to

(*Continued on page 6*)

Mich. Allied Opens Meet; Conlon Heard

DETROIT, April 19.—Welcoming 400 members to the Allied Theatres of Michigan three-day convention here, executive vice-president Ernest T. Conlon said there has been a pronounced improvement in business during the past six months. Improved sound and screens and most important, better pictures, he said, have done the trick. "Actually the industry doesn't need gimmicks," he added, "just give us good, good films. Our business is as good as the product we offer. Many

(*Continued on page 2*)

AB-PT 1st Quarter Earnings Estimated At $1,110,000

In a report to stockholders of American Broadcasting - Paramount Theatres, Inc., Leonard H. Goldenson, president, announced that estimated consolidated earnings for the first quarter of 1954 amounted to $1,110,000, including $1,039,000 from operations, and $71,000 from capital gains. Per share earnings after preferred dividends of $133,393 were 23 cents from operations and 25 cents includ-

(*Continued on page 2*)

Phonevision Talks

Subscription TV Bonanza to Industry, Says Faught

By LESTER DINOFF

Subscription television will take nothing away from present TV and will increase the number of stations and the usefulness of the media as an advertising medium, Dr. Millard C. Faught, economic consultant to the Zenith Radio Corp., stated yesterday in an address before the New York Society of Security Analysts at Schwartz' Restaurant here.

Defining subscription TV as an "electronic distribution service for the delivery of a product such as pictures, legitimate shows, sports events, etc., from a seller to a buyer for a fee," Faught declared that the public has clearly shown that it would

(*Continued on page 3*)

Hyde to Continue as FCC Acting Head

WASHINGTON, April 19.—Members of the Federal Communications Commission designated Rosel Hyde to be acting chairman of the Commission. Hyde's term as chairman expired yesterday, and so far there has been no word from the White House as to whether Hyde will continue as chairman.

Promises Allied Support

Rembusch Bids Exhibition To Unite Production Ranks

INDIANAPOLIS, April 19.—A bid for joint exhibition support of Allied or Theatre Owners of America plans to boost production was made in an open letter by Trueman T. Rembusch, president of Indiana Allied.

The open letter, addressed to TOA president Walter Reade, Jr., expressed appreciation of Reade's support of the Allied-Makelim plan. "If TOA," the letter continued, "comes out with a plan that will increase production there will be substantial and tangible Allied support for the plan by playoff of the picture."

"I believe, too," Rembusch added,

(*Continued on page 3*)

UA to Launch Sales Meetings Tomorrow

United Artists vice president William J. Heineman, in charge of distribution, and Max E. Youngstein, together with general sales manager B. G. Kranze and Western division manager James E. Velde, will arrive

(*Continued on page 2*)

Personal Mention

FRED QUIMBY, general manager of M-G-M short subject production, will arrive here from the Coast on May 3.

•

DORIS CORWITH, supervisor of public affairs programs for NBC, and national president of the American Women in Radio and Television, will leave here by plane today for Kansas City.

•

WILLIAM MCGRATH, assistant city manager for Stanley Warner Theatres in Manchester, Conn., has been promoted to city manager.

•

HAROLD WIRTHWEIN, Allied Artists Western division sales manager, left Hollywood yesterday for a trip through the Midwest.

•

GEORGE A. SMITH, Paramount Pictures Western division manager, will arrive in New York tomorrow from Hollywood.

•

ERIC A. JOHNSTON, president of the Motion Picture Association of America, will leave Hollywood tonight for Spokane.

•

EMERY AUSTIN, M-G-M exploitation manager, returned here yesterday from Atlanta, Chicago and Cleveland.

•

MARTIN SHANK, of the Paramount Pictures treasurer's office, left New York yesterday for Toronto.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, will leave here today for Chicago.

•

MAX FELLERMAN, vice-president of Lopert Films, will leave New York today for Chicago.

DeBra Predicts Fall Of Political Censors

CLEVELAND, April 19.—Arthur DeBra, community relations head, Motion Picture Association, in a meeting of the Motion Picture Council of Greater Cleveland, predicted the early fall of all political film censorship and urged members to give full support to pictures bearing the Code seal. Reviewing the history of the Motion Picture Code, to which he gave credit to Martin Quigley as its originator, DeBra stressed the flexibility of the Code to meet changes as compared with a rigid political censor board bound by old and antiquated laws.

At a later meeting of the Council, Thomas Brandon, president of Brandon Films, Inc., made a plan for the support of foreign films. He also suggested that field motion picture critics attend the international film festivals abroad so as to get a broader view of the industry as a whole. Mrs. William G. Sullivan, Motion Picture Council president, presided at both morning and afternoon sessions and was hostess at the luncheon attended by some 100 council members, guests and members of the press.

AA Product

(*Continued from page* 1)

Sept. 1, and includes Canadian distribution of 16mm as well as 35mm film.

Negotiations were conducted by Nat Taylor, president of International Film Distributors, Ltd.; D. V. Rosen, general manager; H. F. Mandell, secretary-treasurer, and for Allied Artists by George D. Burrows, executive vice-president and treasurer; Ed Morey, vice-president, and Oscar Hanson, Allied Artists respresentative for Canada.

Prior to the new agreement, Allied Artists products was distributed in Canada by J. Arthur Rank Film Distributors, Ltd.

Para. 1-Reelers

(*Continued from page* 1)

duced in the 1.66-to-1 aspect ratio which suits them to projection in aspect ratios ranging from 1.33-1 to 1.85-1, Morgan said. Meanwhile, he added, Paramount is making an exhaustive study with a view to producing short subjects in VistaVision.

The 1954-55 line-up includes these Technicolor cartoons: eight Popeyes, six Noveltoons, six Cartoon Champions, four Herman and Katnip and six Casper, the Friendly Ghost, cartoons. The series in black-and-white will be: six Headliner Champions, six Paramount Pacemakers, 12 Grantland Rice Sportlights and six Paramount Toppers.

UA Sales

(*Continued from page* 1)

in San Francisco today to launch the first of a series of regional sales meetings being held in connection with UA's 35th anniversary.

The San Francisco sessions, which will be staged at the Cliff Hotel (tomorrow through Friday, and subsequent gatherings in Chicago on April 26-28 and in Philadelphia on May 3-5) will bring together all United Artists division and district leaders, as well as branch managers and salesmen from each of the company's 32 exchanges throughout the United States and Canada.

The regional conclaves, which will be presided over jointly by Heineman, Youngstein and Kranze, will blueprint the expanded sales program backing UA's anniversary-year slate of more than 50 releases.

Michigan Allied

(*Continued from page* 1)

persons will leave their television sets alone to see a good interesting picture. Movies like 'The Robe' and 'From Here to Eternity' are what we need and what the public wants."

Sidney Lefkowitz, 38

Funeral services will be held today for Sidney Lefkowitz, 38, home office assistant to M-G-M's Midwestern division manager Burtus Bishop, Jr., at the Midwood Memorial Chapel in Brooklyn.

AB-PT

(*Continued from page* 1)

ing operations as well as capital gains.

These earnings compare with the 1953 first quarter earnings of $5,732,000 including $1,480,000 from operations and $4,252,000 from capital gains. Per share earnings, after preferred dividends, were 35 cents from operations and $1.42 including operations and capital gains. The 1953 figures include the earnings through Feb. 9, 1953, of station WBKB in the amount of $103,000, after taxes. This station was sold at the time of the merger and the 1953 capital gains arose principally from this sale.

Close to '53 Levels

Goldenson reported that theatre grosses for the first quarter were close to 1953 levels for the same period. Theatre earnings, however, were off due to continued high film rental costs, in increase of $325,000 in depreciation charges over the first quarter of 1953 resulting from new equipment installations, and the effects of television for the first time in many of the smaller towns, particularly in the South and Midwest. Based on experience in other areas, Goldenson said that an upward trend could be expected in these towns as the novelty of television wears off.

Commenting on the reduction of the 20 per cent Federal tax on theatre admissions, Goldenson said he felt that this tax relief would materially help the theatre business both from the standpoint of profits and as a stimulant to the box office.

With respect to the ABC division, Goldenson stated that plans are now being formulated to increase the volume and to strengthen the quality of the network's television and radio programming for the coming fall season.

Allied Leaders to Denver Convention

DENVER, April 19.—Abram F. Myers, Allied States general counsel, will be the keynote speaker at the annual convention May 3 of Allied Rocky Mountain Independent Theatres. The one-day meeting will be at the Park Hill Country Club.

Also expected are Benny Berger, Minneapolis, and Ben Marcus, Allied States president. In addition, equipment men will attend to tell of new developments in projection and technics, lenses and information on large screen development.

All independent theatre owners and managers, whether Allied members or not, are being urged to attend. The registration fee will be $6, entitling them to attend the meetings and present their problems, luncheon and the banquet. The ladies are also urged to attend the meetings and lunch as well as the banquet.

Subjects up for discussion will include public relations, exploitation, trade practices, buying and booking, print problems, clearances, National Screen Service, and anything else that may be presented.

Hal R. Makelim of Makelim-Borzage Productions, will explain the method of production and distribution of the 12 Allied sponsored features his company will make.

Mary Pickford to Be Honor Guest at V.C. Philadelphia Dinner

Mary Pickford, founder and co-owner of United Artists, will be the guest of honor at the United Artists 35th anniversary testimonial dinner to be sponsored by the Variety Club, Tent No. 13, in Philadelphia on May 5, it was announced by Jay Emanuel, chairman of the dinner committee.

Miss Pickford will be honored by production, distribution and exhibition leaders at the Variety Club dinner which was called to pay tribute to United Artists on the 35th anniversary of the company's founding in 1919.

Honorary Committee to Serve

Members of the honorary committee for the testimonial dinner, which will be held in the grand ballroom of the Bellevue-Stratford Hotel, are: Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres; Sol A. Schwartz, president of RKO Theatres; Joseph R. Vogel, vice president of Loew's, Inc.; Harry Kalmine, vice-president of Stanley-Warner Theatres; Harry Brandt, president of Brandt Theatres; George P. Skouras, president of United Artists Theatre Circuit; Walter Reade, Jr., president of Walter Reade Theatres, and Herman Robbins, president of National Screen Service.

Mrs. James Dunn, 38

PITTSBURGH, April 19.—Funeral services will be held today for Mrs. James Dunn, 38, daughter of John J. Maloney, Central sales manager for M-G-M, at the John S. Freyvogel Funeral Chapel here. Mrs. Dunn died Friday at the Mercy Hospital.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"ROSE MARIE"
starring
Ann BLYTH Howard KEEL Fernando LAMAS
in CinemaScope
Photographed in EASTMAN COLOR
An M-G-M Picture — and the MUSIC HALL'S GREAT EASTER STAGE SHOW

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Rembusch

(Continued from page 1)

"that due to the emergency created by the product shortage, and due to your example, there will be substantial and tangible support of the Allied-Makelim plan by TOA members." Rembusch prefaced these remarks by stating that he could not speak officially for national Allied, but could speak for Indiana Allied, adding that he also could "echo the sentiments of many Allied exhibitors across the land."

Letter Addressed to 3 Officials

Copies of the letter, dated April 16, were addressed to Leonard Goldenson, president of American Broadcasting-Paramount Theatres; Abram F. Myers, Allied general counsel, and Ben Marcus, Allied president, among others. Rembusch expressed thanks in his letter for Goldenson's lauditory comments regarding the Makelim plan, as carried exclusively in MOTION PICTURE DAILY on April 8. He opened his letter with comments on a story in another trade publication, indicating that TOA plans to vie with Allied in production projects. Calling the article "distributor inspired," Rembusch declared, "families fight, yes, but when the house is burning down all join in to carry water to put the fire out. I believe," he continued, "the exhibitors in Allied and TOA realize that their house is burning down due to the artificial product shortage."

Rembusch then hit what he called "pork barrel" techniques of the majors, referring to "inflated" costs of pictures, "freezing out" of independent producers by the majors, and the control by the major companies of the distribution outlets. He also expressed his conviction that not nearly enough pictures are being produced in Hollywood.

Calls for Cooperation

The Indiana Allied president then referred to TOA's projected board meeting this June. "Please convey to your board," Rembusch told Reade, "my expression of deep interest in any plan that they may formulate to increase production of motion pictures. For with the exhibitor's house burning down, unless all exhibitors join together to carry 'buckets of production water' the exhibitor's house and the exhibitor will be consumed," he concluded.

Walter Reade, Jr., president of Theatre Owners of America, declined comment here yesterday on the letter of Trueman T. Rembusch, Indiana Allied president. The letter, addressed to Reade, was not received by him as of yesterday, according to a Reade spokesman.

Phonevision Patron Has 35 Code Choices

According to Pieter E. van Beek, assistant to the president of Zenith Radio Corp., television set owners who subscribe to Phonevision will have a choice of 35 code numbers which will enable them to see varied entertainment.

Van Beek stated that this code information, which will be on a punched card similar to IBM, will be "simpler to check than a phone book."

RECORD BREAKING BUSINESS



Never in the history of Radio City Music Hall has it done such business. Long lines of patrons are the rule of the day for "Rose Marie," in CinemaScope, and the Hall's traditional Easter show. This combination has outgrossed any Hall attraction, with from $195,000 to $200,000 indicated to be taken in at the box-office this holiday week, the management reports.

B'way Grosses Set Marks

(Continued from page 1)

"Rose Marie," in CinemaScope, plus the Hall's Easter stage show, is due to register between $195,000 and $200,000 for its third week, an all-time record for any picture at the Hall. The previous high was "Million Dollar Mermaid," which during the Christmas week of 1952, drew a big $183,000 at the Hall.

Capitol Expects $100,000

At the Capitol, the first week of "Knock on Wood" is expected to do a tremendous $100,000, the biggest Easter week business for the theatre, according to management. The Capitol, like many other Broadway houses, is opening its doors earlier.

Julius La Rosa on stage and "Yankee Pasha" on the screen at Loew's State is packing them in. On the basis of weekend business, the stage and screen attraction is expected to hit a resounding $95,000 for its first week. At the Roxy, a neat $62,000 is seen for the second week of "Prince Valiant," in CinemaScope.

Also doing well is "Carnival Story" at the Criterion, where a big $45,000 is forecast for the first week. At the Globe, a good $25,000 is indicated for the first week of "Beachhead." "Lucky Me" at the Paramount is due to register a fine $42,000 for its second week.

"This Is Cinerama" at the Warner Theatre is holding up strong. A virtual capacity business of $58,000 is predicted for its 45th week at that Broadway house.

The third week of "Naked Jungle" at the Mayfair is expected to do a fairly good $21,000, while an all-right $17,000 is indicated for the first week of "Casanova's Big Night" at the Victoria.

Among off-Broadway houses, "Lili" at the Trans-Lux 52nd Street is holding up strong, with $7,500 indicated for the 58th week. At the Paris, a fine $5,000 is seen for the 29th week of "Captain's Paradise," while a healthy $10,400 is forecast for the ninth week of "Genevieve" at the Sutton. "Pickwick Papers" at the Trans-Lux 60th Street is due to chalk up a good $6,500 for its third week.

'Pinocchio' and 'Valiant' Draw Strongly in Chicago

CHICAGO, April 19.—With first run business soaring here as a result of the Easter weekend and spring vacation for the Catholic schools, "Pinocchio" is doing outstanding business at the Loop Theatre, heading for an excellent second week of $26,000, which would top the first week by a thousand dollars. At the Oriental, "Prince Valiant" is racking up a good $45,000 in its initial week, the best week there in several months.

'Scope Grosses

(Continued from page 1)

Skouras said, adding that approximately 75 pictures in the medium are in various stages of production.

Skouras forecast a reduction in exhibitor resistance to CinemaScope because of costs, stating that the costs are being reduced and that the present momentum of installations will be continued and accelerated.

Pay-Video

(Continued from page 1)

like such a service permanently.

"Advertisers may even get lower rates since they will no longer have to foot all of television's bill," he said. "Subscription television's principal asset is its own built-in economic system," Faught added.

The pay-as-you-see-it television will create new bonanzas for the motion picture industry that would tax that industry's own superlatives, Faught said. Phonevision, which has been studied since 1931 by Zenith engineers, would become the basis for a whole new industry, he said.

The name Phonevision, Faught asserted, now applies to a collection of flexible and versatile Zenith systems that include "card systems, coin systems, line systems, air-code systems, costs systems, and credit systems in many combinations." Thirty patents have been issued to Zenith on these systems and on certain basic subscription television operations, plus 50 more patents that are in the works, he said.

Expects FCC Approval

Faught declared that he is certain that approval will be given by the FCC to Zenith and WOR-TV, New York, to conduct Phonevision field tests during June here.

In order to make pay-as-you-see-it TV commercially effective, the present home TV sets must be easily and economically equipped for Phonevision without invalidating their underwriters' guarantee, Faught stated. The audio and video signals must be scrambled by a code which can't be broken by bootleg decoders or by customers swapping decoding information, he said.

Sees Sound as 'Vital Factor'

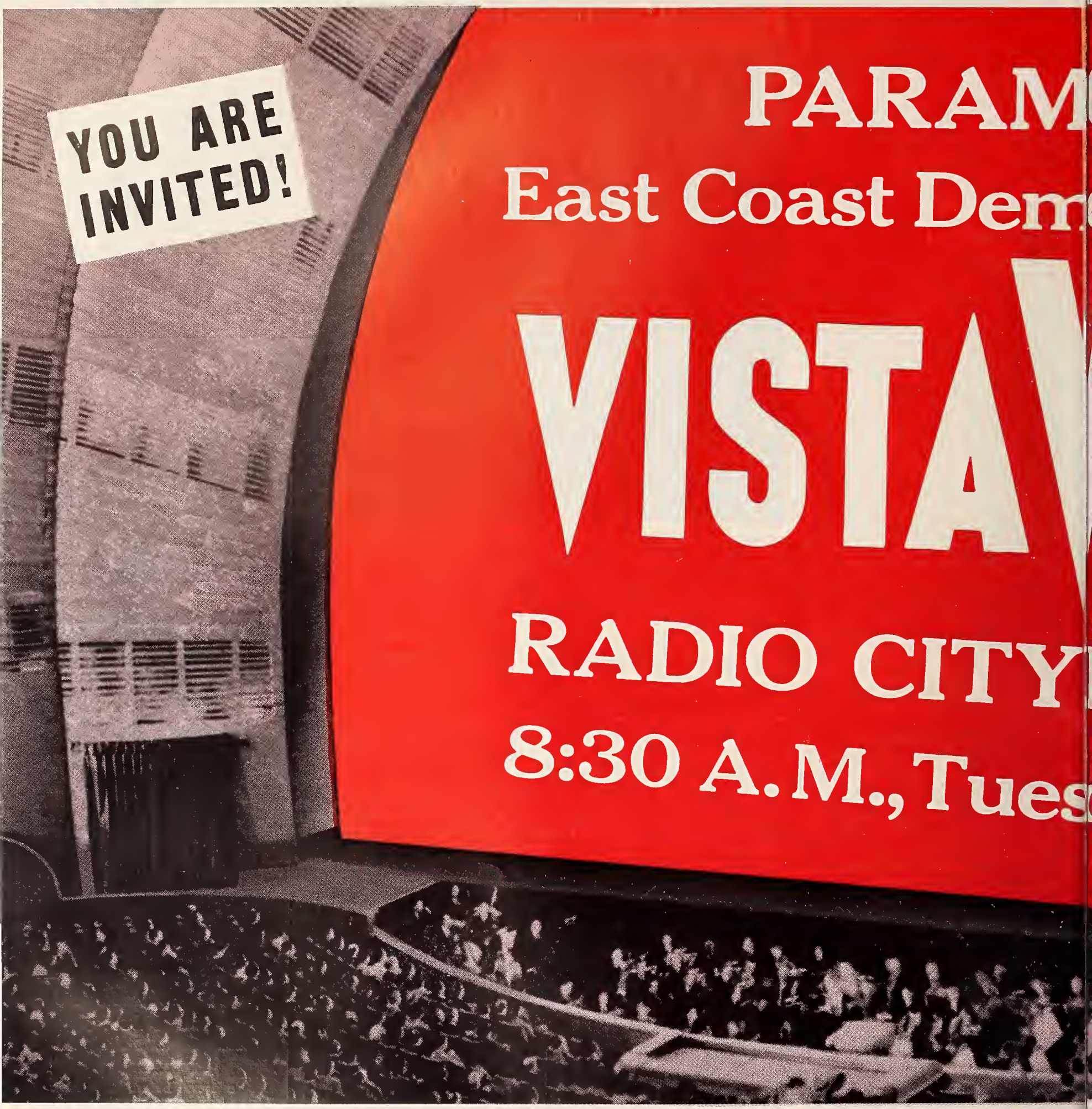
Faught mentioned some highlights of the initial Phonevision Chicago test in 1951 when film people jumped on Zenith for not scrambling the sound of the films used in the test. Approximately 12,000 Chicago homes kept track of the events on the films by hearing the sound even though they did not receive any images, Faught said. An exhibitor doesn't mind if the screen of an outdoor theatre can be seen from the road as long as the sound can't be heard, he said. The sound track of a film today is a vital factor, Faught concluded.

Theatre TV Interests Seek World Series

Dr. Millard C. Faught, economic consultant to the Zenith Radio Corp., mentioned during his address before the New York Society of Security Analysts here yesterday that a number of theatre television concerns have been quietly entertaining baseball officials for a closed circuit telecast of the World Series.

It is understood, Faught said, that the theatre TV interests are willing to go as high as $12,000,000 for the TV rights to the World Series. The present television and radio rights to the series and all-star game belong to the Gillette Razor Co. and expire in 1956.

The Industry's Most Important Event



VistaVision will fill the mammoth Music Hall screen as it will fill the screen of every theatre, large and small, throughout the world. Its compatibility with existing theatre equipment and flexibility in providing maximum screen height, width and definition, have

Doors open 8 a.m. Demonstration
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already amazed six thousand exhibitors, technicians and members of the press at a score of Paramount Studio screenings. Paramount's industrywide service in making VistaVision available to all studios blazes the way for a new era in production and exhibition.

tarts 8:30 a.m. promptly to enable
s established opening time.

Universal

(Continued from page 1)

promotion plans on Universal's forthcoming product with company advertising and publicity executives participating.

District managers attending the meetings from the field will be Joseph Gins, Boston; P. F. Rosian, Cleveland; Manie M. Gottlieb, Chicago; Lester Zucker, Kansas City, Barney Rose, San Francisco; James V. Frew, Atlanta; Henry H. Martin, Dallas, and David A. Levy, New York.

Home office sales cabinet members participating in the meetings to be conducted by Feldman will be Ray Moon, assistant general sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; P. T. Dana, Eastern sales manager; Foster M. Blake, Western sales manager; James J. Jordan, circuit sales manager; Irving Sochin, short subjects sales manager, and Harry Fellerman, sales head of the U-I special films division.

Participating in the promotion meetings will be Charles Simonelli, Eastern advertising and publicity department manager; Clark Ramsey, executive assistant to David Lipton; Philip Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager and Henry A. Linet, sales promotion manager.

Bar SAG Members From 'China Smith'

HOLLYWOOD, April 19.—In the first action of its kind, the Screen Actors Guild today instructed its members they must not act in "China Smith," a television film series, until Tableau Television, Ltd., which produces the series, makes residual payments due actors under the SAG pact.

The SAG contract with all television film producers stipulates that an actor's original salary covers two runs in each city, with 50 per cent more going to the actor for third and fourth runs, 25 per cent for a fifth and the same for a sixth.



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LOS ANGELES or SAN FRANCISCO
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Television--Radio

with Pinky Herman

HEARINGS of the Senate Permanent Investigations Subcommittee, expected to open Thursday morning in Washington, will be NBCovered via TV the first two days at 10:30 a.m.-12:30 p.m. and 2:30 p.m.-4:30 p.m. with further coverage depending on developments. . . . Matt Brooks has just sent the completed screenplay of his original story, "Unsocial Register," to M-G-M and will leave for England soon to stage his original Musical, "Maid for a Man," which may star Jack Buchanan. We can't understand howcome a TV network doesn't sign up this prolific talent, considering that Matt authored and produced five successful musicals in London, scripted four for Broadway, including "George White's Scandals" and "Hold On To Your Hats," has a string of screen credits and wrote and produced radio and TVehicles for numerous top-names. . . . Adv. Club of N.Y. will award its Bronze Plaque of Achievement tomorrow to Edward R. Murrow "for his realistic, accurate and individual depiction of news through the great advertising medium of radio and television." . . . Mike Stokey, Dorothy Hart and Jackie Coogan, featured on Du Mont's "Pantomime Quiz" off to Denmark to make an independent mystery film. . . .

☆ ☆ ☆

Imogene Coca, co-starred with Sid Caesar for the past five years on Max Liebman's "Your Show of Shows" and slated to star in her own TVehicle in the fall, has been honored (co-named with Philco Playhouse) with the George Foster Peabody Award for being the "best in TV Entertainment in 1953." . . . After 11 years as exploitation man at Mutual, Bob Wilson has resigned to become Radio and TV Manager of United Cerebral Palsy which will hold its national fund-raising campaign next month, spearheaded by Bob Hope, Jane Pickens and others. Leonard H. Goldenson is President of U.C.P. . . . Because of his name, announcer Carl Caruso is often asked 'if he sings.' "Of course I sing," replies modest Carl, "every day I sing the praises of Glim Detergent, Rayon Seat Covers, Rise Shave Cream, Ennds Deodorant and Flit." (plug over.) . . . Bob Munroe has signed Madeleine Carroll to do a daily radio series, "This Is the Story." . . . Russell Swann, magician-comedian (what's so funny about sawing a woman in half—and besides why always a woman?) who opens an engagement tonight at the Cotillion Room at the Hotel Pierre, is completing a series of telefilms titled, "What's Behind the Trick?" revealing the secrets of 'magic.' . . .



Imogene Coca

☆ ☆ ☆

Regardless of the fact that "somebody bad stole de wedding bells," Steve Allen and Jayne Meadows will sing the "I Do-et" in June. . . . The initial 13 telefilms of the "Jimmy Demaret Show", produced by Cornell Films, will be nationally syndicated in June. Golf Greats, including Bobby Jones, Sammy Snead, Byron Nelson, Lloyd Mangrum, Frank Stranahan and Gene Sarazen, will be featured. . . . Dick Foote, featured in numerous motion pictures in straight dramatic roles, has turned warbler and will be the star vocalist at the Waldemere in Livingston Manor. . . . Former music exec Charles Ross has joined Guild Films as New York account exec. . . . Art Van Horn's histrionics recently on "Ever Since Eve" on ABC-Radio, was so good, he's planning to accept some of the offers (providing no interference with his regular news ABCasts). . . . Chantootsie Betty Madigan's MGM platter of "Joey" so good she's getting lots of TV guestints. . . .

☆ ☆ ☆

Because he admires her courage and talents, Hank Sylvern, conductor of the "Jane Froman TV-CBShow", will ditto when La Froman opens an engagement April 29 at the Copacabana. . . . Maggi McNellis will guestrill with Ted Straeter's Ork Friday at 2:45 p.m. over Du Mont. Before attaining her current status as one of our top-rated femcees and panel experts, Maggi the Magnificent, was Ted's regular vogalist. . . . Maestro Paul Taubman has been named Music Chairman of the Good Neighbor Foundation of America. . . . Stan Lomax will be the recipient of the Bethlehem Boys Club "award of honor" for his 30 years of loyalty and devotion to sports at the annual "Banquet of Champions" to be held May 15 at Moravian College. Stan, a 3-letter man at Cornell and Hobart, was born in Bethlehem. . . .

Majors' Plea

(Continued from page 1)

against RKO. The lower courts did permit the decrees to be introduced as prima facie evidence against Loew's and 20th-Fox. Cinema Amusements had charged all three distributors with conspiring with each other and with other distributors to deny first-run films to its Broadway Theatre.

Claim Jury Influenced

Loew's and 20th-Fox argued that the Paramount case decrees involved a general conspiracy and had nothing to do with a specific conspiracy in Denver and, therefore, should not have been admitted in the Denver case. It pointed out that this was a jury case, and that admission of the Paramount decrees prejudiced the jury to think of the distributors as convicted anti-trust law violators.

Urging the high court to resolve the question once and for all, Loew's and Fox said this was needed to give lower courts guidance on hundreds of other cases involving the film industry.

> **"There is a literal welter of private anti-trust cases involving the motion picture industry now pending in, and clogging, the calendars of the Federal courts in every section of the country," the court was told. "The number of such pending cases is in excess of 200, and the total amount of damages sought is hundreds of millions of dollars. In substantially all of those cases, the complaints indicate that plaintiffs intend to rely upon the Paramount decree to convince a jury that a conspiracy has been established. An adjudication by this court with respect to the inadmissibility of the Paramount decree would bring to an end much of this litigation which is bottomed upon this untenable premise."**

The film companies said the high court had not reached this issue in the recent Crest case, and that the issue was now squarely before it in the Denver case.

The film companies also objected to the fact that the District Court had refused to admit as evidence the portion of the consent decree which permitted distributors to license films to their own theatres. All three distributors owned first-run houses in Denver at the time involved in the suit, and each claimed that in licensing first-run films to these theatres rather than to the Broadway it had acted independently and in its own best business interests.

Col. Dividend

Columbia Pictures' directors yesterday declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable on May 15 to stockholders of record on April 30.

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VOL. 75. NO. 76 NEW YORK, U. S. A., WEDNESDAY, APRIL 21, 1954 TEN CENTS

Warning Signal

Renews Call For Even Flow Of Pictures

Hyman Predicts 'Thin' Lineup for May, June

By MURRAY HOROWITZ

A warning signal on the "uneven flow of product" was sounded anew here yesterday by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres.

For the months of May and June, he asserted, exhibition faces a "very thin" product situation, aggravated, according to Hyman, by the "bunching" of quality releases, beginning in July. The problem, Hyman continued, is not so much one of a product short-

(*Continued on page* 4)

Ninth COMPO Ad In E-P Saturday

The ninth ad in a series of 26 which the Council of Motion Picture Organizations is running in "Editor and Publisher" on Saturday headed, "Movies Get 'Em Out of the House," deals with the theatre's power to lure people out of their homes and into shopping neighborhoods through newspaper advertising.

The add points out that the great-

(*Continued on page* 4)

COMPO TRIO TO MEET NEXT WEEK

The Council of Motion Picture Organizations next week will hold the first meeting of its triumvirate since the successful conclusion of the admission tax campaign. No date has been set, but one is expected to be announced by the weekend.

Future projects of COMPO are expected to be outlined at the session. The financial status of the organization also is expected to be considered, as it is understood that the tax campaign made a substantial dent in its treasury. The operating COMPO trio consists of Sam Pinanski, Al Lichtman and Wilbur Snaper, with Robert Coyne as special counsel.

See MPAA Board Convening Soon

Indications point to a meeting of the board of directors of the Motion Picture Association of America near the end of this month.

The meeting, which will be MPAA's annual one, is expected to take up many thorny questions such as the situation posed by RKO Pictures' release of "The French Line" without a Production Code Seal, as well as other problems. In addition, there will be the election of MPAA officers.

MPAA president Eric A. Johnston,

(*Continued on page* 4)

MPEA to Meet Again On Japanese Permits

Another meeting of the Motion Picture Export Association on the Japanese fractional permit problem will be held on Monday.

Yesterday's MPEA meeting again failed to reach agreement on the five-and-a-fraction Japanese permits to be

(*Continued on page* 4)

Claim 500 'Scopes In Small Theatres

Small theatres and small town houses are equipping for CinemaScope, equipment dealer reports indicate. They show more than 500 installations in theatres of 750-seats or less, according to 20th Century-Fox.

Reports disclose a full geographic representation in the swings by small houses joining the ranks of key-city first and subsequent run houses in the CinemaScope line-up, with totals over 3,000 to date in the U. S. and Canada.

Installations of CinemaScope have been completed in such small installations as the Lake Theatre, Powers Lake, N. D., 150-seats; El Rancho, Ringling, Okla., 208-seats; Bandbox, Philadelphia, 220-seats; Grand, Halloch, Minn., 250-seats; Strand, Angola, Ind., 278-seats; and the Karolyn, New London, O., 280-seats.

Warners and SPG Agree on New Pact

An agreement has been reached between the New York Screen Publicists Guild and Warner Brothers on a new two-year contract which provides salary increases up to $12.50 per week, new minimum wage schedules, union shop and other benefits.

The new pact for the advertising, publicity and exploitation personnel expires April 2, 1956 and is retroactive to Feb. 8, 1954.

The Warner's SPG unit voted to accept the terms which had been

(*Continued on page* 4)

Coast-to-Coast

Title Bout for Theatre TV Exclusively

Marciano-Charles Fight On June 17 Via TNT

The Rocky Marciano-Ezzard Charles heavyweight title bout will be exclusively theatre telecast, it was announced here yesterday in a joint statement by Nathan L. Halpern, president of Theatre Network Television, and Jim Norris, president of the International Boxing Club.



N. L. Halpern

The fight, slated for June 17 at Yankee Stadium here, will be theatre telecast from Coast to Coast, with black-outs in defined areas of the New York City and New England section, it was stated. The limits of

(*Continued on page* 4)

Schiff Attorneys File $257,000 Suit

Attorneys for defeated minority stockholders of RKO Pictures, Louis Schiff and Jacob Sacks, filed a suit in Federal District Court here yesterday seeking $257,000 from RKO Pictures.

The Schiff-Sacks attorneys of the law firm of Halperin, Nathanson, Shivitz and Scholer contended their action against Howard Hughes, RKO board chairman, and the company's

(*Continued on page* 4)

Optimistic, But Cautious

Consideration of Conversion Finds Michigan Allied Wary

DETROIT, April 20. — Equipment and supplies — particularly equipment—took the center of the stage here this morning as the 35th convention of Allied Theatres of Michigan moved into its second day. The optimism which yesterday was so strongly felt, again was present today, but it was dulled slightly by an undercurrent of doubt. There were divergent views expressed, and questions asked, regarding WHAT equipment to install. Some members voiced a fear of obsolescence of various types of sound, screens and lenses.

It was plain that more information concerning the equipment necessary for the new media is needed, and wanted. It was just as plain that lack

(*Continued on page* 4)

Clark to Handle Par. Shipping in Albany

ALBANY, April 20.—After 27 years on Film Row, Paramount is moving its exchange to the Dearborn Bldg. where it will occupy space only for sales and booking. Inspection and prints will be handled by Clark Film Distribtuors, which has leased larger quarters in the Mack Truck

(*Continued on page* 4)

69% OF PARENTS APPROVE TV KID PROGRAMS, SURVEY SHOWS

NEW HAVEN, April 20.—What is reported to have been the first major study of the attitudes of parents toward children's television programs has revealed that the great majority of parents generally approve children's shows currently being offered on TV.

The study has been conducted under the supervision of the Yale Divinity School by the Communications Research Project of the National Council of Churches of Christ in U. S. A.

The survey of 3,559 homes—a five per cent sample of the population of metropolitan New Haven—showed 69 per cent of parents generally favored children's TV programs as they are; 26 per cent generally disapproved of them, and five per cent favored some aspects of children's TV

(*Continued on page* 4)

Personal Mention

NED CLARKE, Walt Disney Productions foreign sales manager, will sail today aboard the Queen Elizabeth for an extended tour of the company's European offices and RKO branches.

•

ROY WILCOX has been appointed manager of the Lockwood & Gordon Webb Playhouse, Wethersfield, Conn., replacing WILLIAM DAUGHERTY, shifted to the East Windsor (Conn.) Drive-In Theatre.

•

CATHERINE OWENS, assistant promotion manager of "The American Weekly," will be married on June 2 to RODERICK KIRKPATRICK, lawyer associated with Sullivan & Cromwell.

•

SIR CEDRIC HARDWICKE will leave New York today for London via B. O. A. C. Monarch. CONSTANCE SMITH today will arrive in London, also on a Monarch.

•

JUSTIN HERMAN, Paramount producer, and MRS. HERMAN will leave here today for Europe aboard the "Flandre."

•

ELMER DE WITT, city manager for the Mallers Theatres in Cleveland, has been elected president of that city's Lions Club.

•

E. S. GREGG, vice-president and general manager of Westrex Corp., has left New York for Denmark.

•

MIKE ROSEN, of Loew's, Inc., has returned to New York from Indio, Cal.

•

EDWARD L. FABIAN, of Fabian Theatres, has returned to New York from Albany.

•

JAMES BOYLE, of the M-G-M special publicity department, is in Chicago from Jacksonville.

•

HARRY FINGER has been named manager of the Mansfield (Conn.) Drive-in Theatre.

•

SAMUEL CUMMINS, general manager of Jewel Productions, is in Mexico City from New York.

Start UA Meet

The first United Artists regional sales meeting in a series being held in connection with the company's 35th Anniversary will get under way today at the Clift Hotel in San Francisco under the leadership of vice presidents William J. Heineman and Max E. Youngstein. The Western regional meeting, which will continue through Friday will be presided over jointly by Heineman, Youngstein and general sales manager B. G. Kranze.

"Drums" to Palace

Columbia's "Drums of Tahiti," Technicolor romantic drama, will have its New York premiere at the Palace Theatre here Friday.

Cartoonists Demands Get Council Support

HOLLYWOOD, April 20. — The Film Council (A.F.L.) at its regular weekly luncheon meeting, today voted unanimously to support the IATSE Screen Cartoonists Local 839 in its negotiations with the Animated Film Producers Association, which began Jan. 16, for a new contract. The local's membership will vote Monday night on whether to accept the contract terms worked out in two meetings, which were attended by IATSE president Richard F. Walsh during his recent visit here.

Today's vote by the council came as a surprise to employers, who were under impression that Walsh and the local's negotiating committee had approved the terms offered.

L.A. Opening Aids Children's Drive

LOS ANGELES, April 20.—More than $20,000 is expected to be raised for the Children's Leukemia Wing of the City of Hope through a promotion for the opening of King Bros.' "Carnival Story" today at the Pantages and RKO-Hillstreet theatres here.

Invitations signed by Mrs. Sarah King, mother of the King Brothers, have been sent to all members of the 40 City of Hope chapters explaining that for each contribution of a dollar or more, they would receive a "gold ticket" acceptable at either theatre during the run of the Technicolor drama.

Booth Operations Bills Killed in Mass.

BOSTON, April 20.—Two bills, one before the House and the other before the Senate, but both referring to booth operations, were thrown out this week. House Bill No. 2007, a petition of Frank C. Lydon, which would nullify many current regulations of the Commissioner of Public Safety affecting safety film and other matters was killed in the House.

Later, the Senate refused a third reading on Senate Bill No. 267, petitioned by Anthony Parenzo and Raymond J. Lord, which asked for two licensed operators in a projection booth. Thus, the two opposing bills have been killed for the current year.

World Wide Claims Rights to 'Sinner'

World Wide Film Features of New York, which claims that it owns the prior rights to the U. S. distribution of "The Sinner," starring Hildegarde Neff, has announced that it will file for an injunction against Cellini Films if the latter moves to release the same picture in this country. Cellini, headed by Douglas Fairbanks, Jr., also has a print of the picture.

Franklin D. Roosevelt, Jr., is the attorney for World Wide.

'Miami' May 14

Columbia's "The Miami Story" will have its New York premiere at the Paramount Theatre on May 14.

Stricter Curfew Law in Columbus

COLUMBUS, O., April 20.—A more stringent juvenile curfew law will go into effect here on May 12. Juveniles 12 to 18 years of age must be off the streets and out of public amusement places between 11 p.m. and 4:30 a.m. Children under 12 are barred from streets and public amusement places from nightfall to daylight. Fines up to $50 and 10 days' imprisonment are provided for parents. Acting Police Chief Scully said the law would be invoked only against parents of trouble-making juveniles.

N.E. Allied Sets Date For Makelim Session

BOSTON, April 20.—At a meeting of the board of directors of Independent Exhibitors of New England, the local Allied unit, it was voted to hold an open meeting on May 24 at a place to be designated later, to which all exhibitors in the area will be invited whether members or not, to listen to an address by either Hal R. Makelim, himself, or one of his representatives in explanation of the Makelim 12-picture deal.

At that time contracts will be available to those wishing to sign for the package deal for the first year.

Ohio Exhibitors Prepare For Meet With Makelim

CLEVELAND, April 20.—Horace Adams, Independent Theatre Owners of Ohio president, is holding a committee meeting of industry members consisting of Jack Shulman, Henry Greenberger, Milton Mooney and Bernard Rubin to form a skeleton set-up to handle the statewide meeting in Columbus on May 17 for a discussion of the Allied-Makelim production plan. Attending the Columbus meeting will be exhibitors from both Northern and Southern Ohio, Kentucky and West Virginia.

'River of No Return' For April Premiere

Twentieth Century-Fox's latest CinemaScope-Technicolor production, "River of No Return," starring Robert Mitchum and Marilyn Monroe, will have its world premiere at the new Centre Theatre, Denver, on April 29, in one of the largest civic celebrations in that city's history.

The debut will mark the opening of the first-run theatre operated by Fox Intermountain. Citywide events commemorating the two events are being arranged.

'Fireman' Premiere

"Fireman, Save My Child," Universal-International's new comedy starring Spike Jones and his City Slickers, Buddy Hackett and Hugh O'Brian, will have its world premiere as a series of territorial openings in the Alliance Theatre circuit in Indiana, starting in the Sipe Theatre in Kokomo on May 5.

French, Jugoslavs In Film Pact for Joint Production

BELGRADE, April 20.—An agreement between French and Yugoslav producers which will regulate different forms of joint production, exploiting films, and the import and export of pictures between both countries, is expected to be signed by May.

The agreement, which has been in the works since last October, is expected to benefit film workers of both nations. Representatives of the Centre National de la Cinematographic, the Syndicate Francis des Producteurs and the exporters of films laid down the basic principles in conjunction with Yugoslav picture-makers.

Apart from the conditions which will regulate the forms of production in both countries, import and export of films between them, the mode of advertising an imported film, an agreement was reached on employment of actors, producers and technicians for a company which desires to produce on location.

Judges Named for Quigley Awards

Three industry advertising and publicity men have been named judges in the first quarterly Quigley Awards for showmanship.

Named to judge the entries on Friday are Lige Brien, director of promotion and special events for United Artists; Al Deane, foreign publicity manager of Paramount International, and Jim Hardiman of Odeon Theatres of Canada's advertising and publicity department.

Expect $40,000 Week For 'Carnival Story'

The first week of King Brothers' "Carnival Story" at the Criterion Theatre here is expected to gross between $37,000 and $40,000, according to estimates of Charles Moss, managing director of the house. The RKO Radio feature grossed $9,552 for the biggest Easter Sunday business in the theatre's history, Moss said.

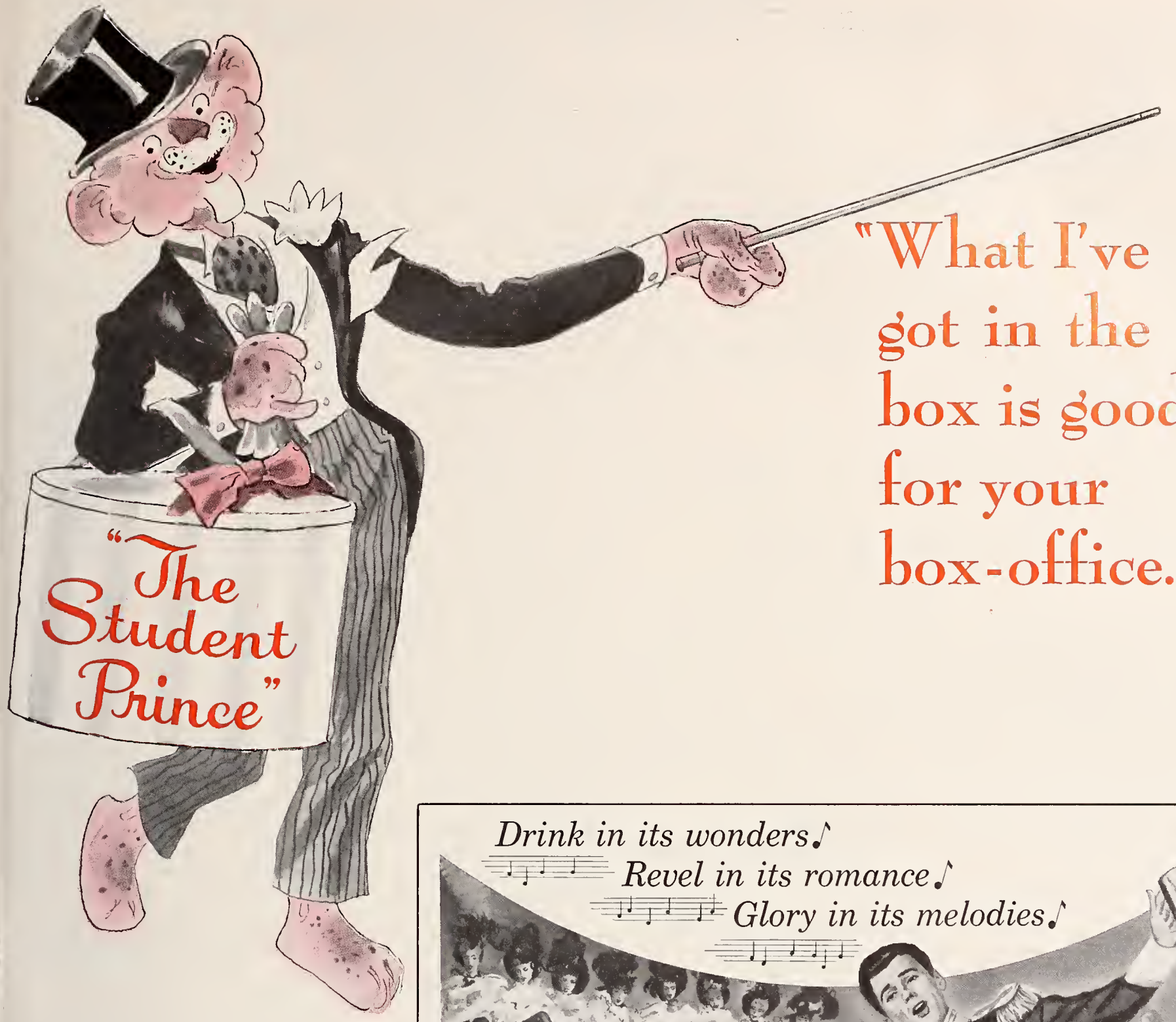
Zukor to Make V.C. Award to German

The New York Variety Club's first annual Heart Award will be presented to William J. German by Adolph Zukor, chairman of the board of Paramount Pictures, at the testimonial dinner in German's honor which will be held on May 6, in the Waldorf-Astoria Hotel.

Mrs. Robert Kelly Dead

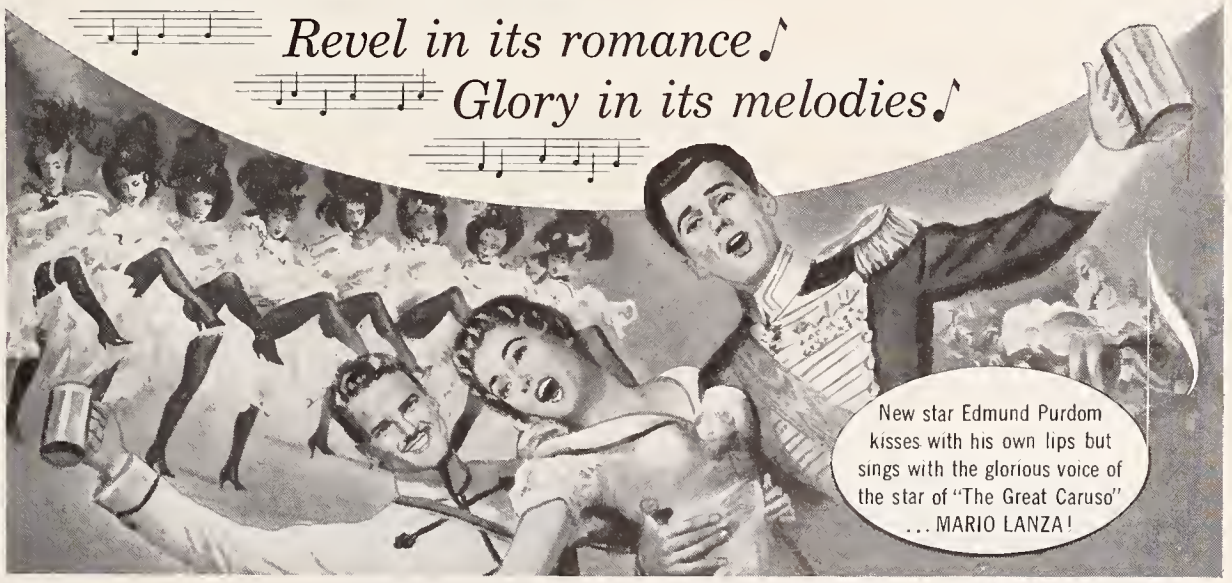
NEW ORLEANS, April 20.—Funeral services were held here at the Church of the Sacred Heart of Jesus for Mrs. Bertha Neubauer Kelly, wife of Robert Kelly, manager of Dixie Films. Mrs. Kelly died in the crash of two automobiles on Thursday. She is survived also by two daughters, Patsy A. Kelly and Mrs. Hamilton Chauvin; a sister, Mrs. George Pfeiffer, and three grandchildren.

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"What I've got in the box is good for your box-office."

Drink in its wonders.♪
Revel in its romance.♪
Glory in its melodies.♪



♪♪ THE STUDENT PRINCE ♪♪

To **M-G-M's** golden treasure-trove of great musicals add a new triumph, the thrilling Sigmund Romberg spectacle that was meant for the kiss of **COLOR** and the embrace of

CINEMASCOPE

HEAR THE THRILLING SONGS!
"Drink, Drink, Drink"
"Deep In My Heart, Dear"
"Golden Days" • "Beloved"
and many others!

STARRING
ANN BLYTH · EDMUND PURDOM · JOHN ERICSON · LOUIS CALHERN with EDMUND GWENN
S. Z. "CUDDLES" SAKALL · BETTA ST. JOHN
JOHN WILLIAMS · EVELYN VARDEN
♪♪♪ AND THE SINGING VOICE OF MARIO LANZA

Written For the Screen by WILLIAM LUDWIG and SONYA LEVIEN · COLOR BY ANSCO · Music From "THE STUDENT PRINCE" by SIGMUND ROMBERG · DIRECTED BY RICHARD THORPE · PRODUCED BY JOE PASTERNAK · AN M-G-M PICTURE

A princely campaign in newspapers and magazines. *Right:* Sample press-book ad.

Product

(*Continued from page* 1)

age, although more product could be used in today's market, but, he contended, of poor long-range judgment on the part of most distributors, in setting the release dates of quality pictures in "bunches," usually timed with major holidays.

Sees Correction Needed

The AB-PT vice-president, who in the past has pointed out the need to maintain an all-year-round even flow of quality product, claimed that as recently as six months ago, the problem had eased considerably. But now, according to Hyman, it has reared its head again and should be corrected.

In support of his contention, Hyman claimed one distribution company has revised its releasing plans for May and June, withdrawing many of its pictures, especially the quality ones slated to be released that period. What will happen, Hyman predicted, is that the competition for playing time in the nation's key theatres during July will be terrific, while there will be a dearth of product available for May and June.

Has Plan for 'Off-Period'

The AB-PT executive acknowledged that during holiday periods, theatre patronage is usually heavy and distribution gains from such a pattern. He pointed out, however, there is an advantage to distribution to release quality pictures in a so-called "off-period," too, pointing to the greater playing time available, and "hitting" the competition of radio and TV at a period when most of the better programs are slackening off for the summer. Hyman, speaking for AB-PT affiliate companies, said for a good quality picture in a so-called "off-period" AB-PT affiliate companies will entertain the paymcnt of a guarantee to the distributor, the need for quality pictures being so vital.

Contending that the theatre business is a 365-day proposition, he warned that it cannot be conducted on a level of "cuteness," adding that distribution is "outsmarting" itself by "bunching" the release dates of quality pictures.

Children's TV Shows Given Wide Approval

(*Continued from page* 1)

and opposed others, without apparent bias toward either side.

The greatest disapproval was registered by the best educated families and by white collar workers, only 54 per cent of whom approved of current programs, and by parents of children four through nine years old, one-third of whom were generally unfavorable toward the shows their children watch.

The project for three years has quietly used New Haven as a major test city because of its character as a diversified industrial and cultural area.

The lengthy report showed, among other points, that

¶ Parents reported their children spent an average of 13 hours a week viewing the TV programs they watched regularly. Children also do random viewing. Time spent by children listening to radio programs, on the other hand, averaged no more than two hours per week.

¶ Parents said their children spend about half their regular viewing time watching variety shows and another third of their time watching westerns. Only four per cent of time was spent watching informational and instructional programs.

¶ Parental attitudes toward present children's TV fare are conditioned by various cultural, socio-economic, age and religious factors, with higher-income, more highly educated parents providing the most criticism.

¶ Howdy Doody was the most popular children's program, pulling 21.6 per cent of the 71,300 homes in New Haven as regular viewers. Next most popular was Hopalong Cassidy with 7.2 per cent, and Super Circus with 6.2 per cent.

¶ A strongly recurrent criticism by parents was that there are too many westerns on TV for their children. Westerns constituted 79 per cent of the dramatic programs available for children, and six of the first 11 shows in popularity among the children were of this type. But no western, the report said, was able to garner more than one-third of the audience of the most popular program, leading to the conclusion that all westerns look pretty much the same to children.

¶ The greatest concern over possible ill effects on children was expressed by parents of children four through nine years. Thirty-four per cent of parents with children of these ages reacted unfavorably toward current programs.

Warners-SPG

(*Continued from page* 1)

reached between the publicist negotiators and company officials. The general membership of the union is expected to ratify the new pact, which is in the process of being written for official signing, at a meeting early next week.

A union spokesman stated that the new contract is similar to the one that Columbia Pictures publicists signed. The wage scale for apprentice, associate, publicist and senior publicist are the same.

Schiff Suit

(*Continued from page* 1)

board of directors motivated and caused Hughes' offer to buy the assets of the company. The suit asked the court to put a lien in the sum of $257,000 against the company, in addition to enjoining any move in the Nevada courts to compensate attorneys in any "waste" action brought against Hughes and the board by minority stockholders.

HOLIDAY GROSSES STILL HIGH



The heavy weekend and Monday business at the Capitol Theatre continued virtually unabated yesterday. At the time this picture was snapped long lines awaited their opportunity to view "Knock on Wood," the Danny Kaye starring vehicle which the management of the theatre expects to gross a record-breaking $100,000 for the Easter holiday week.

Title Bout

(*Continued from page* 1)

the black-out areas will be defined at a later date, it was added.

The upcoming Marciano-Charles bout marks the tenth major fight seen only in theatres, all produced and distributed by TNT. It is understood that the guarantee for the forthcoming fight is approximately the same as that paid by TNT for the Marciano-LaStarza bout, $110,000.

Marciano and Charles will be meeting for the first time, it was pointed out, and the battle between the present world champion and the ex-champion is expected to attract the same virtual sell-out as the Walcott-Marciano bout of 1952.

Ninth Compo Ad

(*Continued from page* 1)

est obstacle to all retail business has always been inertia—the reluctance of people to leave the comfort of their homes to go out and buy goods. For unless people—large numbers of them—are persuaded to leave their homes and go where goods are offered for sale trade languishes, then dies.

The problem of inducing people to leave their homes and go out into the streets, the ad continues, is more acute today than ever before in all the history of merchandising because homes are more attractive and comfortable and there are the added diversions of radio and television. In their struggle against this new development, retail merchants have two powerful allies—newspaper advertising and the motion picture theatre which supplement each other in getting people out.

MPAA Board

(*Continued from page* 1)

in the meantime, is expected back East from the Coast this weekend. While on the Coast, Johnston is presumed to have conferred with RKO Pictures' officials, not only on "The French Line," but on "Son of Sinbad," which is being shown to governmental censor boards without a Code seal, although, as yet, it has not been booked into any theatre.

For exhibiting "The French Line" without a Code seal, RKO has been fined $25,000 by the MPAA, a fine from which it has yet to file an appeal or pay.

Mich. Allied

(*Continued from page* 1)

of such information may be impelling many exhibitors to refrain from making vitally needed conversions.

The principal addresses on the subject of equipment were given during the morning session by Clarence Williamson, of National Theatre and Supply, and Ernie Forbes, of the equipment organization bearing his name.

Also during the morning session, Rube Shor of National Allied spoke on the subject of "Guarding Against State and City Admission Taxes."

Somewhat along the same line, Pat McGee, of the Council of Motion Picture Organizations, delivered a talk during the afternoon session on "Federal Admission Taxes and the Future of Tax Relief." At the same session, Hon. Owen J. Cleary, Secretary of State for Michigan, also delivered an address.

The principal speaker in the evening was Hon. Thomas E. Martin, Congressmen from Iowa, member of the House Ways and Means Committee. His subject was "The Importance of the Theatre to Community Progress."

MPEA to Meet

(*Continued from page* 1)

allocated among member companies. Meanwhile, Irving Maas, MPEA Far East director, now in Tokyo, has been asked by MPEA headquarters here to seek an extension of the May 10 deadline for the allocation of the five-and-a-fraction permits to the end of May. By that time, it is felt, if the foreign managers cannot reach an agreement on the permits, a meeting of the company presidents can be called to settle the matter.

Clark-Paramount

(*Continued from page* 1)

Bldg. to take care of the Paramount account.

Paramount's new space covers 1,500 square feet and is completely air conditioned.

Paramount's shipping and inspection are handled by outside concerns in two other exchange cities; namely, Omaha and Atlanta.

National Pre-Selling

"ONCE in a great while a picture comes along with a plot so fascinating that the audience hates to have the film end. 'Executive Suite' is this sort of picture," reports Florence Somers in "Redbook's" May issue. "It leaves its viewers anxious to know what will happen next." "Executive Suite" was therefore chosen as the Silver Cup Candidate for May by "Redbook."

•

"Knock on Wood," "Indiscretion of an American Wife," "Rhapsody," "Executive Suite," "Beat the Devil" and "Elephant Walk" are reviewed and recommended in the May issue of "Woman's Home Companion." Photographs taken on location and on production sets are used to illustrate each review.

•

"Creature from the Black Lagoon's" star, Julia Adams, receives the benefit of a picture and text story in the April 19 issue of "Life." "Not since the old Pearl White—Perils of Pauline serials—has a movie heroine undergone such consistent mayhem at the hands of villainous antagonists as U.I.'s star Julia Adams," reports "Life."

In the same issue "Life's" reviewer reports that M-G-M has picked "Executive Suite" for the film to celebrate its 30th Anniversary in motion pictures. "And for 'Executive Suite', the studio has picked a fabulous cast of eight stars—the first film in a long time in which the stars outnumber the bit players. It was graphic, and probably not accidental proof that M-G-M, long vaunted as the studio of the stars, could throw in an all-American lineup if it felt like it."

•

"Prince Valiant" has been chosen Picture of the Month for May by Ed Miller of "Seventeen."

•

The cover girl on "Look's" current issue is U.I.'s star Piper Laurie. The red and brown color combination used on the cover adds to the star's attractiveness. Piper Laurie's next starring picture is "Johnny Dark."

In the same issue the "This Is Cinerama" ad appears on the table of contents page. It lists 11 theatres where the Cinerama performances can be seen.

•

"A Star Is Born" receives an excellent send-off in a full color two-page spread in "Collier's" April 30 issue. Judy Garland is pictured dancing and clowning in her spacious living room with her husband as a one-man audience.

"Collier's" reports, "True to Garland tradition, she knocks herself out." As actress Ina Claire, visiting on the set, remarked, "This girl should do just one take a day—then catch an ambulance home."

•

A very interesting episode of Mary Pickford's biography appears in the May issue of "McCall's."

•

"There's No Business Like Show Business" received the benefit of a plug in "Pictorial Review's" April 18 issue. Louella Parsons interviewed Sheree North, the dancing star of the new CinemaScope musical.

WALTER HAAS

Review

"Indiscretion of an American Wife"

(Columbia Pictures)

JENNIFER JONES and Montgomery Clift head the cast of Vittorio De Sica's first American language production, filmed in Rome, offering a romantic team with a box-office pull. The picture with its heavy accent on frustrated love, enacted by two of America's top performers, should find its strongest appeal with the distaff side of the audience. Remembering these factors in exploitation will aid immeasurably at the box-office.

However, the Italian producer-director who pioneered the American market with "Bicycle Thief" and "Shoe Shine" has not matched up to his past performances, either in depth or in scope, with his first American language film. What is offered in "Indiscretion of An American Wife" is a polished "True Confessional" type of picture dealing with a love that is blighted from the start because the woman is already married and really never forgets that her prime responsibility is to her family. Within these limitations, the film has its engrossing, sad moments, relieved in part by comic sideglances at the people of Rome, done in the neo-realistic Italian manner.

The picture, which was filmed virtually in its entirety in the Rome railroad station terminal, opens with the love affair coming to an end, with Miss Jones realizing the impossibility of it and running away to escape her true feelings. And despite her feelings, despite the pleadings of Montgomery Clift, the Italian of part American parentage with whom she fell in love, she leaves Rome, ending the affair of four weeks, to rejoin her family.

There are moments in the film when what is portrayed seems genuinely heart-breaking, when the dialogue by Truman Capote captures the tragedy of the two people trapped by their emotions. However, these moments are weakened by the illicit nature of the relationship, the introduction of maudlin episodes, offset by comic relief of other people at the station. The thread of audience participation in this film would be a thin one if it were not for the impact of the acting of the stars, the physical beauty of their appearance and the fine camera work. Besides the two stars, the cast includes Gino Cervi, who plays a comparative bit role as a police commissioner, and Dick Beymer, who renders a rather fetching performance as the nephew of Jennifer Jones, viewing a relationship beyond his understanding.

The film was adapted from the story, "Terminal Station," by Cesare Zavattini, who, along with Luigi Chiarini and Giorgia Prosperi, did the screenplay. Associate producers were Marcello Girosi and Wolfgang Reinhardt.

Running time, 63 minutes. Adult audience classification.

MURRAY HOROWITZ

'Companion' Prints Two Disney Articles

The Woman's Home Companion devotes four pages to two articles on Walt Disney's "The Living Desert," in its May issue.

One is by Anna W. M. Wolf, underlining the juvenile appeal of the film. In the second article, Disney explains "why I like making nature films." Both pieces are illustrated with color photos from "The Living Desert," as well as Disney's other nature pictures.

'Miracle of Life'

Miss Wolf says, "Here are worlds your children might never otherwise see—for the scenes are in far and difficult places, the unconscious actors are shy, suspicious, hard to find. The miracle of life here revealed will enrich your child's experience in a way that has not been possible to any other generation of young Americans."

In his article, Disney emphasizes that he has never had more satisfaction or felt more useful in the business of entertainment than in making the true-life adventure features.

McWilliams Quits Screen Gems Post

Harry K. McWilliams, advertising and public relations director for Screen Gems, Inc., television subsidiary of Columbia Pictures, has announced his resignation. He will disclose his new affiliation in the near future.

The resignation, effective May 15, marks the end of a 12-year association with Columbia. Prior to assuming his present position with Screen Gems in January, 1953, McWilliams was exploitation manager for Columbia Pictures for eight years.

Cinema Lodge Will Install on April 27

The installation of Cinema Lodge, B'nai B'rith officers for the new year will be held at a special membership luncheon at the Hotel Astor on April 27, it was announced by Martin Levine, Cinema Lodge past president and chairman of the induction luncheon committee.

Principal speaker will be Louis A. Novins, Paramount Pictures executive and former director of the Eastern Regional Anti-Defamation League office.

Officers to be installed are Burton E. Robbins as president; Marvin Kirsch, Milton Livingston, Sol Rissner, Norman Robbins, Cy Seymour, Robert K. Shapiro, Max Youngstein, Al Wilde, Jack Weissman and Lou Wolff as vice-presidents; Jack Hoffberg, treasurer; David Kelton, secretary; Martin Levine, chaplain, and Max Blackman, Julius Collins, Harold Danson, Moe Kove, Joseph Maharam, Louis Novins and Arthur Schwartz as trustees.

SDG Nominations

HOLLYWOOD, April 20.—Screen Directors Guild nominated "Glenn Miller Story," "Riot in Cell Block 11," "Hell and High Water," "King of the Khyber Rifles" as candidates for the first quarterly best-directed pictures distinction.

Disney Short Friday

"Two for the Record," first of the new Walt Disney musical shorts series entitled, "Marquee Musicals," goes into national release on Friday. Released by RKO Radio, "Two for the Record" stars Benny Goodman and is in Technicolor.

In the THEATRE Equipment World . . .

. . . with RAY GALLO

THE Pepsi-Cola Co., New York, has a new illuminated and mobile display piece which can be placed at theatre refreshment stands to boost sales. The display is a "double action lamp" (catalogued FG-48) which produces continuously changing color and light effects by means of a 100-watt bulb that shines through two heavy gauge acetate drums. The bulb projects the lines and colors of the drums upon an outer shade of white fiberglas. The display can either be bolted on the front counter or the top of the drink dispenser or mounted on the wall. Its overall height is 25 inches; width, 11 inches; depth, 13 inches.

•

Worn-out or torn theatre auditorium chairs can now be recovered in matching colors and materials supplied by the Manko Fabrics Co. of New York, according to Sid Mankowsky, president. The maximum order is for 25 seats. Interested exhibitors should send in one of their seat covers to the company, which in turn will mail back samples of the materials to be used. A wide choice of colors in plastics or fabrics is available. The company also supplies complete new sets of seat covers for entire theatres.

•

New literature describing RCA's "Dyna-Lite" screen is now available on request from the Engineering Products Division, RCA, Camden 2, N. J. The bulletin to ask for is "form 3R2249." The "Dyna-Lite" is an "all-purpose" screen made of Firestone Velon and aluminum-pigmented for high reflection characteristics. It is fabricated to order in all sizes up to 30 feet by 60 feet with or without perforations.

•

To stimulate soft drink sales Canada Dry Ginger Ale, Inc., New York, is introducing a premium offer to patrons of cup vending machines dispensing Canada Dry drinks. The company is offering a plastic alligator billfold for only 25 cents plus two Canada Dry imprinted paper cups. "The billfold is worth 69 cents retail," according to Allan Glazebrook, national syrup sales manager. The promotion is tied in with Canada Dry's "Annie Oakley" television show, heavily advertised nationally.



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And then...do you know what he did? Took me to a COMPANION-approved movie!

Many a congenial couple spend their pleasantest evenings at a movie that appeals to them both — one that's *Companion-approved!*

Theater owners become more aware every day of the trend to movie selection through the pages of the *Companion*. Right now four-and-a-half million women get their movie news and guidance from the *Companion* every month, and in the last analysis, *they* choose the picture!

That's why Hollywood has invested more money in the *Companion* over the past seven years than in any other monthly magazine!*

**Except, of course, the fan magazines.*

Currently advertised in the COMPANION

Executive Suite.....MGM

Flame and the Flesh.....MGM

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVE., N.Y. 19, N.Y.— PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIER'S, THE AMERICAN MAGAZINE, COLLIER'S ENCYCLOPEDIA

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 77 NEW YORK, U.S.A., THURSDAY, APRIL 22, 1954 TEN CENTS

FINALIZING ARBITRATION MEETING

Final details for the exhibitor-distributor meeting, tentatively set for May 17 here, for laying the groundwork for an industry arbitration system are expected to be wrapped up at one more meeting of the arbitration subcommittee of the general sales managers committee. The committee met Tuesday to work out some remaining points in connection with the forthcoming session and, after one more parley, will present its recommendations to the full committee. All exhibitor associations, except Allied States Association, have accepted invitations to the meeting. It is understood that a "fresh approach" to the entire issue will be attempted, rather than salvage portions of two previous drafts for an arbitration system.

2 Trust Suit Trials Slated

HOLLYWOOD, April 21.—Meeting with counsel in 20 anti-trust cases recently transferred to his court, Federal Judge Harry C. Westover today set trial dates for two and postponed date determinations on seventeen others until Sept. 13. He named that date, also, for conference with counsel in the Government's 16mm. case against 12 defendants out of respect for the Government's wishes as to pre-trial hearings. Government counsel told MOTION PICTURE DAILY that preparations will not be completed before the end of the year.

The jurist set Sept. 7 as the trial date for the Metropolitan Theatres' $900,000 suit against majors charging

(*Continued on page* 5)

Alan May Treasurer Of National Theatres

HOLLYWOOD, April 21.—Alan May today was elected treasurer of National Theatres succeeding the late Henry C. Cox, it was disclosed by Charles Skouras, president of the circuit.

May, formerly associated with the Chase National Bank, joined NT in 1934 and was assistant to Cox at the time of the latter's death.

To Use MGM Studio For 'Oklahoma'

HOLLYWOOD, April 21.—M-G-M studio facilities will be used in the filming of "Oklahoma" to be produced in the new Todd-AO process.

Producer Arthur Hornblow, Jr., director Fred Zinnemann, and the Todd-AO and Rodgers and Hammerstein staffs will make their headquarters at the studio during production of the picture.

SCTOA Wants D-J, Senate Group at Arbitration Talks

HOLLYWOOD, April 21. — A recommendation that observers of the Department of Justice and the Senate Select Committee on Small Business be present at the forthcoming arbitration talks in New York City was made by the Southern California Theatre Owners Association.

SCTOA, which will participate in the arbitration talks, tentatively slated for May 17 at the Hotel Astor, made the recommendation in an open letter addressed to Senator Andrew F. Schoeppel, chairman of the Monopoly Committee of the Senate Select Committee on Small Business. Copies of the letter, signed by Albert Hanson, chairman of SCTOA's trade relations committee, also were sent to Stanley N. Barnes of the Justice Department, among others.

Said the letter in part, referring to

(*Continued on page* 5)

Endorse TOA Product Plan

KANSAS CITY, April 21.—"Grass-roots" endorsement of any plans of the Theatre Owners of America to increase production was contained in a resolution of the board of directors of the Kansas-Missouri Theatre Association, here today.

The resolution referred to the activities of the TOA product committee, saying that activities to line up independent producers for relief of a possible product shortage should be encouraged. Exhibitors, the resolution continued, will be encouraged to give consideration to booking product growing out of such TOA committee activities.

The report on the recent drive-in conference, sponsored by the association, cited the success of that event.

UK Lab Workers Hit By Ministry Report

LONDON, April 21.—The Labor Ministry committee, which was set up to investigate the film laboratories dispute, today rejected the union's assertion that the employers had refused to negotiate.

The committee expressed the view that the union "should have accepted the employers' repeated offer to refer the claims to arbitration." It also found that the union's ban of overtime and other "restrictive operations" was a breach of the existing agreement.

Pointing out that it was not an

(*Continued on page* 5)

As of March 18

Net of Loew's For 28 Weeks In Sharp Rise

$3,199,166 This Fiscal Year Against $2,171,729

Loew's, Inc., yesterday reported a net profit for the 28 weeks ended March 18, subject to year-end audit and adjustments of $3,199,166, after all charges and taxes. This is equal to 62 cents per share on 5,142,615 shares of stock outstanding, compared with $2,171,729 or 42 cents per share in the corresponding period for the previous year.

Gross sales and operating revenue for these 28 weeks of the current fiscal year amounted to $97,106,000 against $93,928,000 for the same period of the previous year. Since the reduction in the 20 per cent admission tax did not become effective until April 1, any benefits accruing to the company from this cut are not reflected in the 28 weeks report, the company said.

Loew's further reported that its CinemaScope production "Knights of the Round Table" was the only

(*Continued on page* 5)

Production Code Is Lauded By the DAR

WASHINGTON, April 21. — The film industry's production code was highly praised to the convention of the Daughters of the American Revolution by the D.A.R.'s Motion Picture Committee.

In a report delivered to the convention this afternoon, committee chairman Mrs. F. Allen Burt declared that "through the years, the Production Code has proved a much more

(*Continued on page* 5)

Expanding Medium

$2,000,000-$3,000,000 for TV-Radio Promotion in 1954

By LESTER DINOFF

U. S. distributors will spend between $2,000,000 and $3,000,000 for radio and television promotion of their product this year in comparison to approximately $1,000,000 in 1953, a checkup reveals. The use of the airways, with the accent on television, will increase by 20 to 75 per cent, in line with the individual firms' advertising budgets.

The advertising departments moved cautiously last year in utilizing television, but, finding it successful, are now expanding their operations in the media. It is estimated by Donahue & Coe, advertising agency, that the cost of plugging a picture on a national air campaign is between $15,000 and $20,000.

Mervin Houser, eastern advertising,

(*Continued on page* 5)

J. J. Donohue Resigns Para. Division Post

James J. Donohue, Paramount Central division sales manager, has resigned effective May 15, it was announced yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp. Donohue, who has been with Paramount since 1925, plans to return to his home town of San Francisco.

No successor has as yet been named.

Tech. VV Cameras For Brisson Film

Technicolor, Inc., which has been experimenting with VistaVision cameras, has informed independent producer Fred Brisson in Hollywood that the two cameras he has ordered for "The Girl Rush," will be delivered by July 15. Brisson is the first independent producer to plan a film in the Paramount-developed VistaVision.

Personal Mention

BING CROSBY will arrive from the Coast on Tuesday and will sail April 30 for Europe aboard the "United States."

•

CHARLES DEESEN, home office assistant to JOHN J. MALONEY, M-G-M central sales manager with headquarters in Pittsburgh, and SAAL GOTTLIEB, metropolitan New York district manager for the company, returned here yesterday from Pittsburgh, where they attended the funeral of Maloney's daughter, MRS. JAMES DUNN.

•

LEWIS HORWITZ, recent graduate of Western Reserve and son of M. B. HORWITZ, general manager of the Washington Circuit in Cleveland, has joined the employe roster of the circuit.

•

WILLIAM B. ZOELLNER, M-G-M shorts and newsreel sales manager, will leave Minneapolis today for Omaha.

•

WALTER BRANSON, RKO Radio general manager of foreign operations, will arrive in New York from Europe today on the "Liberte."

•

JOE HYAMS, of the Columbia Pictures home office special events department, has returned to New York from Hartford.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, left here yesterday for Cincinnati.

•

S. P. GORREL, of the General Theatres circuit in Cleveland, has left there with MRS. GORREL for a vacation in Florida.

•

LOU GINSBURG, of Amalgamated Booking and Buying Service, New Haven, has returned there with MRS. GINSBURG from a trip to the South.

•

HAZEL FLORIAN, manager of the Strand Theatre, Winsted, Conn., has returned there following surgery at St. Frances Hospital, Hartford.

•

HYMAN KING, of King Brothers Productions, has left New York for Washington.

•

MIKE SIMONS, M-G-M exhibitor relations head, will return to New York tomorrow from Detroit.

•

GEORGE FABORI will arrive here tomorrow from London via B.O.A.C. Monarch.

•

HAROLD HECHT, independent producer, left Monday for Hollywood, and will go to Mexico from there.

•

PAUL GRAETZ, producer, has arrived here from Paris.

•

NORMAN PANAMA, producer, will leave here today for the Coast.

•

JUSTIN HERMAN, producer, will leave here today for France and Italy.

Urges Exhibitors to Mix With Legislators

DETROIT, April 21. — Exhibitors should acquaint themselves with their local, state and government representatives and should strive to talk over with them the many problems confronting the industry, it was emphasized here today by Ernest Conlon, executive vice-president of Allied Theatres of Michigan at the closing session of that organization's 35th convention.

The open discussion session was held in the afternoon at the headquarters of the Detroit Variety Club in the Hotel Tuller.

Social events closing the convention included a visit to the Gratiot Drive-in, a fashion show for the ladies and an evening at the Canadian Elmwood Casino.

Lachman Named to New V.C. Int'l Post

Edward Lachman, former chief barker of Variety Club, Tent 35, here yesterday was appointed to the international staff by George Hoover, international chief barker of Variety Clubs International. In addition to his new post, Lachman will serve on the international committee.

Lachman will leave today on a European survey for the organization. He will meet with C. J. Latta, member of the international committee in England, and with Variety Club-minded industry people on the subject of projected formation of Variety tents in Amsterdam, Paris, Rome, and Barcelona.

Kaye Is 'Ambassador' For U. N. Child Fund

Danny Kaye, en route to London to begin his world tour, carries the title of Ambassador-at-Large of the United Nations Children's Fund, which was bestowed on the star of Paramount's "Knock on Wood" by Maurice Pate, UNICEF executive director, at a special pre-departure luncheon attended by top U. N. officials and Paramount Pictures executives.

While in Asia in behalf of the fund (UNICEF), Kaye will make a picture in color of UNICEF's aid to children.

Open Drive-in Tomorrow

HARTFORD, Apr. 21.—Plainville Drive-In Theatre, initial outdoor venture for Perakos Theatre Associates, slated to open tonight, will now have its premiere on Friday. Circuit executives attribute postponement to heavy weekend rains.

UA Sets Two

"Act of Love" and "Top Banana," two new United Artists films, will open at 29 key Loew's theatres throughout the New York metropolitan area on May 5.

'River' Here April 30

"River of No Return," Twentieth Century-Fox CinemaScope production, will have its New York premiere at the Roxy Theatre here on April 30.

"54 in '54" Is Theme Of UA Regional Meet

SAN FRANCISCO, April 21.—Themed to the slogan "54 in '54," the initial session of the three-day United Artists 35th Anniversary Western regional sales meeting opened here today at the Clift Hotel under the direction of vice-presidents William J. Heineman and Max E. Youngstein.

Citing a balanced program of films which UA will release at a one-a-week rate this year, Heineman characterized the plan as an answer to exhibitor demands for alleviation of any "product shortage."

Youngstein outlined a record promotion schedule which will provide sturdy support for the "54 in '54" program.

The Western regional meeting here, which will close Friday, will be followed by subsequent gatherings in Chicago (April 26-28) and Philadelphia (May 3-5), thus bringing together executives and salesmen from the company's 32 branches throughout the United States and Canada.

Percentage Actions Are Filed in Tampa

TAMPA, Fla., April 21.—Seven percentage actions were filed here in the Florida State courts by 20th Century-Fox, Paramount, United Artists, Loew's, Columbia, Universal and Warner Brothers naming J. J. Donnelly, operator of the Gulf Winds Drive-In Theatre in St. Petersburg, as a defendant.

J. Danforth Browne of the Tampa law firm of MacFarlane, Ferguson, Allison & Kelly signed the complaints. Sargoy & Stein are of counsel for the distributors.

Add More Names to UA Honorary Group

John J. Fitzgibbons, president of Famous Players Canadian Corp., is the latest to join the honorary committee for the United Artists 35th anniversary testimonial dinner, to be held in Philadelphia on May 5 under the sponsorship of the Variety Club, Tent 13.

Other veteran exhibitors joining the honorary committee are Harry I. Waxmann, Atlantic City; H. J. "Doc" Shad, Reading, Pa.; Arthur H. Lockwood, Boston; Isadore J. Rappaport, Baltimore, and Elmer Lux, Buffalo.

Standee Law Enforced

MEXICO CITY, April 21.—Theatres here that continue to admit patrons after all seats are occupied, thus violating an edict of the City Amusement Supervision Department, are being severely disciplined. The first-run Cine Metropolitan has just been fined $460 for the offense, the largest penalty yet imposed for the violation.

Quigley, Jr., to Speak

Martin Quigley, Jr., editor of "Motion Picture Herald," is scheduled to address the Better Films Council of Springfield, Mass., tomorrow on the topic, "Techniques of the Year."

Italian Official Hits Pictures Offensive To Religion, Morals

ROME, April 21. — Giuseppe Ermini, Italian State Undersecretary for Entertainments, in an interview here today said the government cannot approve pictures which offend the religious and moral feelings of Italians. At the same time, he commended ANICA's initiative in self-regulation as proof of producers' moral sensibility.

Ermini said the economic financial problems of the Italian industry depend on its rapid rush to first place in Europe, which involves it in internationally important productions. This climb also led to consequent high costs and often exaggerated salaries for actors and technicians, he added.

Ermini confirmed the government's intention of supporting the native industry and assured current legislation will be delayed if a new law cannot be enacted before June 30. The new law may contemplate automatic subsidies to worthy productions, with special money prizes to the best pictures from an artistic standpoint, he announced.

Pearlman Successor To Borgan at U-I

CHICAGO, April 21.—Ed Borgan, assistant to Ben Katz in the Universal-International publicity department here, has resigned to accept a position as advertising manager of the Royal Blue Stores. Harold Pearlman, industry veteran who has been in the advertising and publicity departments of Filmack, Hallmark Productions, Warner Brothers Theatres and other organizations within the industry, will replace Borgan starting Monday.

Launch 'Playgirl' In Chicago April 30

Universal-International's "Playgirl" will have its world premiere at the United Artists Theatre in Chicago on April 30, launching a series of openings in the area.

The film stars Shelley Winters and Barry Sullivan and introduces Colleen Miller. A second series of territorial openings is slated for the Boston-New Haven area starting May 12.

Chicago Operators' Board Elects Mooney

CHICAGO, April 21. — Ralph Mooney has been named president by the executive board of the Chicago Moving Picture Machine Operators Union to fill the unexpired term of James Gorman, who died here recently. Action of the board is expected to be approved by the membership at the next general meeting.

Award to Eastman

"Quality in Photographic Lenses," a 16mm Kodachrome picture produced by the informational films division of Eastman Kodak Co., has won a Golden Reel Award in the first annual selection of 16mm "Oscars" by the Film Council of America.

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Reminder!

NEXT MONDAY, APRIL 26TH

THE PRESENTATION BY

JACK L. WARNER

IN A SPECIAL CINEMASCOPE SUBJECT SHOWING ACTUAL SCENES FROM FORTHCOMING WARNER BROS. ATTRACTIONS—THE BIGGEST, COSTLIEST OF ALL OUR PRODUCTION PROGRAMS!



"We are showing you a glimpse of our future—because it is your future, too!"

IN EVERY EXCHANGE CITY AT THESE SELECTED THEATRES!

CITY	THEATRE	TIME
ALBANY	STRAND	10:00 AM
ATLANTA	RHODES	10:30 AM
BOSTON	FENWAY	10:00 AM
BUFFALO	CENTER	10:00 AM
CHARLOTTE	CAROLINA	10:00 AM
CHICAGO	CENTURY	10:30 AM
CINCINNATI	HOLLYWOOD	2:00 PM
CLEVELAND	COLONY	11:00 AM
DALLAS	PALACE	9:00 AM
DENVER	ESQUIRE	2:00 PM
DES MOINES	DES MOINES	9:15 AM
DETROIT	HOLLYWOOD	2:00 PM
INDIANAPOLIS	FOUNTAIN SQUARE	1:30 PM
JACKSONVILLE	ST. JOHNS	9:00 AM
KANSAS CITY	PLAZA	10:30 AM
LOS ANGELES	FOX BOULEVARD	2:00 PM
MEMPHIS	WARNER	9:30 AM
MILWAUKEE	WARNER	9:30 AM
MINNEAPOLIS	UPTOWN	10:30 AM
NEW HAVEN	ROGER SHERMAN	10:00 AM
NEW ORLEANS	SAENGER	8:35 AM
NEW YORK	R.K.O.—86th ST.	9:45 AM
OKLAHOMA	CRITERION	9:30 AM
OMAHA	STATE	9:45 AM
PHILADELPHIA	BROADWAY	11:00 AM
PITTSBURGH	SCHENLEY	10:30 AM
PORTLAND	EGYPTIAN	2:00 PM
SALT LAKE	CENTRE	10:00 AM
SAN FRANCISCO	PARAMOUNT	9:30 AM
SEATTLE	EGYPTIAN	1:30 PM
ST. LOUIS	ST. LOUIS	1:00 PM
WASHINGTON	AMBASSADOR	10:00 AM

And on the same special occasion the special showing of . . . . . .



"hello... hello... is that you, darling?"

ALFRED HITCHCOCK'S

"dial M for Murder"

PERFECT 3 DIMENSION IN THE HITCHCOCK MANNER!

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STARRING
RAY MILLAND · GRACE KELLY · ROBERT CUMMINGS WITH JOHN WILLIAMS · ANTHONY DAWSON DIRECTED BY ALFRED HITCHCOCK
WRITTEN BY FREDERICK KNOTT who wrote the International Stage Success Music Composed and Conducted by Dimitri Tio

WB's Sound Pleases CEA

LONDON, April 21.—The recent tests here, sponsored by Warners, of single optical track versus four magnetic track stereophonic sound, won the praise of the General Council of the Cinematograph Exhibitors Association, which passed a resolution commending Warners.

The tests came amid cable advices from New York that the Rank Organization had gone in with Warner Brothers, Paramount and M-G-M for the adoption of Perspecta sound track in the making of future films.

Equipment Makers Only

It is understood that the Rank interest in the process to date is that of equipment makers only and not that of film producers. It is known that Thomas A. Law, managing director of Rank's British Optical and Precision Engineers' Ltd., has been discussing with M-G-M the issue of a license to his company for the manufacture of Perspecta equipment.

Meanwhile, Leslie Knopp, CEA's technical adviser, has made a further report to the association in the light of recent American announcements of new stereophonic or anamorphic systems. Dr. Knopp continues to counsel caution among exhibitors until some measure of standardization or interchangeability is achieved.

Pitkin Dinner May 4

HARTFORD, April 21.—Testimonial dinner honoring Barney Pitkin, Connecticut exchange manager for RKO-Radio Pictures, has been postponed from April 27 to May 4 at Waverly Inn, Cheshire, Conn.

Perakos Drive-in Starts

HARTFORD, April 21.—Sperie Perakos, general manager, Perakos Theatre Associates, postponed opening of the company's new $200,000, 950-car capacity Plainville (Conn.) Drive-In to April 21.

Loew's Net

(*Continued from page* 1)

M-G-M CinemaScope film to have been released for exhibition during these 28 weeks. M-G-M's second CinemaScope picture "Rose Marie" currently is being released. Other M-G-M films in CinemaScope to be presented before the close of the company's current fiscal year which ends Aug. 31, are "Seven Brides for Seven Brothers" and "Student Prince." Also scheduled for reissue prior to the end of the current fiscal year is "Gone With the Wind." Early in the following fiscal year the CinemaScope production "Brigadoon" will be released.

Trust Suit Trials

(*Continued from page* 1)

conspiracy to deprive the Los Angeles Orpheum of first run product.

Counsel in the Hawaii Theatre conspiracy case against the majors was ordered to meet Oct. 5 on further procedure, with trial to start a week later.

Judge Westover told the assembled counsel that plaintiffs will not be required to prove that conspiracy existed, because the Paramount decree established that as a fact, but will have to prove that such conspiracy actually damaged the plaintiff's theatre.

Drive-in Opened

HARTFORD, April 19.—General Theatres, Inc., of West Hartford, has opened its first outdoor project, the $175,000, 800-car capacity Mansfield (Conn.) Drive-In. The theatre's screen is 72 feet wide.

Alley in Drive-in Post

CLEVELAND, April 21. — Tom Alley, after 30 years in the distribution field as salesman for 20th-Fox and Republic, has been appointed buyer-booker for the Ohio Drive-In Theatre Management Corp.

TV-Radio Promotion in '54

(*Continued from page* 1)

publicity and exploitation director of RKO Radio Pictures, disclosed that his company since the start of 1954 has increased television advertising 20 per cent while radio advertising is 15 per cent less. Not every film lends itself for television advertising, Houser stated, but practically every RKO released film has some.

Jeff Livingston, advertising manager for Universal Pictures, said that for radio and television campaigns prepared for films so far this year as compared to a five-month period of 1953, Universal has increased its radio-TV medium about 75 per cent. "Creature From the Black Lagoon" was afforded the biggest TV push yet, Livingston said.

UA Busy with TV

At United Artists, Francis M. Winikus, national director of advertising publicity and exploitation, said that the company is making up more material for TV advertising than before and that TV advertising requires an additional allotment to the regular appropriation for newspaper and magazine advertising.

"A good deal more specific concern is given to television as a medium in its own right," Winikus said. The UA executive also disclosed that most producers want television advertising for their films.

Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity and promotion for I. F. E. Releasing Corp., said that radio and television advertising for the 19 films which will be distributed this year in the United States will increase 75 per cent as compared to 1953.

Republic executive Steve Edwards disclosed that 25 per cent of the national advertising budget is allotted to television with another 10 per cent going towards radio. "There has been a general increase in radio-TV advertising," he said, "without cutting into newspapers and magazines."

Vital in Big Cities

Sid Blumenstock, ad manager of Paramount, disclosed that "considerable more" money is being spent for national television advertising with big markets like New York, Chicago and Los Angeles getting bigger campaigns. Metro-Goldwyn-Mayer increased radio and television advertising in the past six months 25 per cent while Columbia and Warner Bros. have increased use of the media.

At 20th Century-Fox, television advertising was somewhat limited with different type campaigns used in New York and nationally. However, with the advent of CinemaScope, television advertising has tremendously increased, as attested by network coverage of film openings and the production of trailers for TV.

UK Labs

(*Continued from page* 1)

arbitration board and therefore was not qualified to adjudicate several items among the union's claims, the committee suggested that the parties resume discussions at the "earliest possible date" and that in the event the discussions do not produce a settlement, the entire issue should be referred to arbitration.

The Association of Cinema Technicians announced that the entire matter would be considered at its weekend annual conference.

'Walk' in Step with B'way B.O. Upturn

"Elephant Walk" at the Astor got off to a lively start at its opening yesterday, as Easter week business along Broadway continued strong.

A very good $6,500 for the first day of "Elephant Walk" was estimated. Meanwhile, business at the Radio City Music Hall, where "Rose Marie" is featured along with the Hall's Easter stage show, continued at capacity, with $200,000 racked up for the third week of the attraction.

At most other key Broadway houses, grosses assumed healthy proportions, although somewhat below the figures estimated earlier in the week. At Loew's State, a big $87,000 was estimated for the first week of Julius La Rosa on stage and "Yankee Pasha" on screen, while a robust $95,000 was estimated for the initial week of "Knock on Wood" at the Capitol. A neat $38,000 to $40,000 was seen for the first week of "Carnival Story" at the Criterion.

Meanwhile, Sam Pearlman, managing director of the Warner Theatre, reported that each of Cinerama's 19 Easter week performances is completely sold out.

SCTOA

(*Continued from page* 1)

the upcoming arbitration talks: "It is quite possible that this meeting has been called because of the continued investigation by the Senate Select Committee on Small Business. May I suggest to you that the Senate Select Committee on Small Business and the Department of Justice have observers sit in at the arbitration meeting in New York so they will be able to get the feel of what is actually transpiring in our business."

SCTOA's letter to Senator Schoeppel complained that the Paramount consent decrees "have worked out to the disadvantage of the small circuit and independent theatre owners. If the Department of Justice cannot correct the situation, SCTOA's Hanson went on, then the Senate Select Committee on Small Business should recommend to the Congress "that a government commission be placed over this business to regulate same."

"We," declared Hanson, referring to the exhibitors, "are the victims of a market of scarcity and the creation of a monopoly by these decrees through which the buying power, which we formerly had, has been taken away from us and we are now in a position where we cannot trade in the ordinary business sense on a fair buyer and seller basis."

DAR Lauds Production Code

(*Continued from page* 1)

important contribution to high standards of entertainment than any political censorship."

Following Mrs. Burt's report this afternoon, the annual D.A.R. convention presented two film awards: one to Walt Disney for "Peter Pan," "the best picture of 1953 for children between the ages of 8 to 12", and one to Cinerama for the best patriotic picture of 1953, for the "America the Beautiful" sequence in "This Is Cinerama."

'Shows Greatness of America'

Mrs. Burt said D.A.R. chapters agreed that the award for the best children's film should "go to the man who has been so successful in bringing to life the fairy tales so dear to children of all ages." The Cinerama sequence, she declared, "shows the greatness of America as it has never been shown before."

Mrs. Burt defended the D.A.R.'s interest in motion pictures as being necessary for many reasons. She cited the fact that films are a favorite form of entertainment for children, that they are one of the greatest educational forces, that they can be used to teach foreigners what America stands for and to teach Americans to respect their own country, and because subversive forces, realizing the propaganda value of films, are ever at work to infiltrate their ideology into motion pictures.

Called Better Than Censorship

"Fortunately for America," she said, "the movie industry is manned for the most part by honest, loyal, patriotic Americans. The principal producers are joined in the Motion Picture Association of America, with Eric Johnston as president, for the very purposes we have just outlined. To implement these purposes, they formulated in 1930 a Production Code, which represents standards of good taste, morality and decency which, through the years, have won wide public acceptance and approval. Through the years, this has proved a much more important contribution to high standards of entertainment than any political censorship. This is the only industry the members of which actually censor their own work."



Patron Pays Off For 'Half Fare Overtime'

PARIS, Ark., April 21.—Somebody in this town has a remorseful conscience plus a deep sense of honesty. Harry Williams, manager of the Logan Theatre, received an envelope containing $12 and the following unsigned note: "I cheated the theatre out of this money by paying half-fare too long."

Ohio Editorial Lauds N. Y. Censorship Law

COLUMBUS, O., April 21.—Revised Ohio film censor law "might well follow the lead taken by New York" in its new censor legislation, said the Columbus "Dispatch" editorially.

"Since state film review still is the law here," continued the editorial, "and has demonstrably substantial public support, the law might as well have all the enforcement teeth necessary to make it effective against what Governor Dewey rightly classes as 'filth'."

The "Dispatch" said that Ohio censorship has been "very moderate" over the years. "Few films are completely banned and virtually all of these are either foreign pictures or the product of small 'fringe' domestic studios primarily interested in exploiting the damaging and unwholesome. It is almost unheard of for a movie made by a major unit of the efficiently self-policed American film industry to be barred from Ohio screens.

Cites 'Special Cases'

"As readers of these columns know, we regard censorship of any kind, on principle, with skepticism, and feel it should be invoked, it at all, only in the most special of special cases. The regulation of patently obscene, vulgar, sometimes blasphemous films imported from countries where there are no restraints of producer-responsibility or good taste, and of American-made pictures issued by quick-buck operators to exploit sex and sensation seems to us to be exactly that sort of special case."

The New York law defines more explicitly the terms "immoral" and "incite to crime."

Says Industry Uses More Radio Plugs

HOLLYWOOD, April 21.—Harry Maizlish, president of the former Warner Brothers-owned radio station, KFWB, said that for the first time since the invasion of television, motion pictures have swung back to bigger time-buying on local radio stations.

Sees Good Year in Offing

"Radio has rounded the economic corner," he said. "For the past few years the swing has been toward TV-testing of the budgets. Now, once again, the film companies are using radio. They're trying to sell their product to the public via our medium. A few of the company spokesmen told me that the TV-test has been quite expensive. The coming year looks good for us in radio. Film spending is on the upswing," said Maizlish.

Reviews

"Untamed Heiress"

(Republic)

SOPHISTICATED audiences won't flock to "Untamed Heiress," but lovers of wild slapstick and zany comedy, a la Judy Canova, and those who go to the theatre primarily for a good time, will back the film solidly. In the plot, which proceeds along old, familiar lines, but with considerable spirit and energy, Miss Canova is an orphan taken under the wing of two down-at-the-heels theatrical agents when they learn she is the heiress to a fortune in mined gold.

George Cleveland is the old prospector who has dug up the fortune. As a former admirer of Judy's deceased mother, he feels obligated to share the wealth with her daughter. But a weird series of complications make things awkward for the two. Three lowly characters, bent on getting the gold, pretend he is insane and administer an array of ancient and modern tortures to force him to reveal the treasure's hiding place. Most of the action occurs in an abandoned castle. Here an underworld character, Donald Barry, and his henchman enter the scene seeking payment of a debt from the theatrical agents, Taylor Holmes and Chick Chandler. A riot follows in which the criminals are subdued and the heroes triumph.

Sidney Picker was associate producer and Charles Lamont directed Barry Shipman's screen play from a story by Jack Townley. Some vocal interludes in Miss Canova's usual dynamic fashion are provided.

Running time, 70 minutes. General classification. April release.

"Blackout"

(Lippert-Hammer)

DANE CLARK, supported by a competent British cast skillfully carries a murder-mystery story that keeps its surprise finish neatly concealed throughout for audiences who choose intrigue-filled films. Belinda Lee, Betty Ann Davies, Eleanor Summerfield and Andrew Osburn are the Britishers who do so well in balancing Clark's professionalism. The setting is London, where the picture was produced by Michael Carreras for Hammer Productions, and the period is the present.

Convenient shortcuts and gimmicks in more or less common usage recently as means of high-tensioning melodramas have been omitted here. Instead, the straight plotting in Richard Landau's script is relied upon for creating the essential suspense. The result is a wholly believable and exploitable mystery attraction.

Clark plays a down-and-out American in London propositioned while drunk in a nightclub, by a beautiful girl who offers him a large sum to marry her. Broke, he accepts, knowing nothing more until he awakens next morning in a strange girl's apartment. A murder has been committed in the meantime. The girl's father is the victim and Clark is suspected. Other characters are introduced steadily, many of them suspect for various reasons, and two more killings occur before the murderer is revealed.

Terence Fisher directed "Blackout" with Harold Lang and Jill Melford in supporting roles.

Running time, 87 minutes. General classification. For release in April.

29 Films in Work; 4 Started Last Week

HOLLYWOOD, April 21.—American producing companies had 29 pictures in camera stages, here and elsewhere, at the Easter weekend, having started four and completed five others during the week.

Beginning: "Wanted By the F.B.I." (Allied Artists); "Violent Men," Technicolor (Columbia); "Rogue Cop" (M-G-M); "Where the Wind Dies" (Bogeaus; SuperScope; Technicolor).

Ending: "Sons of the Navy" (Allied Artists); "Big Chase" (Lippert); "Broken Lance," CinemaScope, Technicolor (20th-Fox); "Nevada Gold," Technicolor, and "Francis Joins the Wacs" (Universal-International).

'Caesar' Promotion Aid For Exhibitors

Metro-Goldwyn-Mayer has worked out a plan to aid exhibitors playing "Julius Caesar" in major-situation engagements, in line with its policy of giving individual promotion to the film.

Those smaller situations, where it would not be feasible to have field press men make personal visits, will receive, immediately upon making a booking, a special promotion kit geared to the small city handling of the picture.

Telethon Sponsored By Pittsburgh Tent

PITTSBURGH, April 21.—Pittsburgh's most elaborate telethon emanating from Syria Mosque, starting Saturday night will be sponsored by Tent No. One of the Variety Club, with Dennis James as emcee. Talent lineup for the big show includes Perry Como, The Three Suns, Captain Video, The Ranger, the Fontane Sisters, Mitchell Ayers and his orchestra, and possibly Jill Corey and Shirley Jones, local singers popular in TV and on the stage.

Proceeds will go toward a new wing for the Variety Club's Roselia Foundling and Maternity Hospital, according to chairman Sidney N. Strotz.

Legion Support Urged

Pointing out that the need for the Legion of Decency is greater today than at any time in the past, Catholics are urged to give stronger support to the organization by John McCarthy in an article in the May issue of the "Catholic Digest." The writer stresses the fact that the release of pictures without the Production Code seal and the easing by the courts of censor regulations, make the service of the Legion more vital and necessary today than at any time in its history.

Drive-in Offering Dusk-to-Dawn Shows

SPOKANE, Wash., April 21.—The Motor-In Drive-In Theatre in the suburbs of Spokane now offers "dusk - to - dawn" shows, with six features shown from 6:30 P.M. until 1:42 the following morning.

All-night hours will help to make up for the lack of fall and winter shows at this drive-in, the management asserts.

39 Films Are Started In Italy in 3 Months

ROME, April 21.—Thirty-nine pictures went into production at Italian studios during the first three months of 1954, according to a survey. Eleven films have already been completed and are being readied for release.

Twenty of the 39 pictures are in color, of which 13 are in Ferraniacolor, three in Technicolor, two in Eastmancolor, two in Gevacolor and one is in CinemaScope. Eight are Italian-French co-productions and one Italian-Egyptian co-production. One film is on location in Brazil and others are shooting in India, Indonesia, Japan, France and Egypt.

Some of the films are: "La Contessa Scalza," "Attila," "Mambo," "Oro Di Napli," "Le Rouge et Le Noir," "Madame DuBarry," and "Air De Paris."

Sturdy L. A. Grosses For 'Living Desert'

"The Living Desert," Walt Disney's Academy Award-winning feature length documentary, has registered exceptional grosses in 17 Los Angeles city and suburban situations, according to figures compiled by the distributor, Buena Vista Film Distribution Co.

In its first run at the Fine Arts Theatre in Los Angeles the film, teamed with Disney's "Ben and Me," a two-reel cartoon, is reported to have grossed more than $100,000 in 16 weeks.

D. C. Firm Making Feature Production

WASHINGTON, April 21.—The first of a series of features to be produced by National Video Productions for both theatrical and television release is under way here. Titled "Within Man's Power," the film is being directed by Nicholas Webster, whose "Seizure" won first price in the documentary class at the 1951 Venice Film Festival.

"Within Man's Power" is being produced for the Natioanl Tuberculosis Association to commemorate its 50th anniversary. The cast consists of Broadway, Hollywood and local players.

Drops DST Drive

COLUMBUS, O., April 21.—Mayor M. E. Sensenbrenner has dropped his drive for daylight saving time for Columbus, following a deluge of opposition from citizens. Sensenbrenner suggested that proponents of daylight time should take up the matter with the City Council.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 78 NEW YORK, U.S.A., FRIDAY, APRIL 23, 1954 TEN CENTS

65 Available

Film Shortage Boosts Market For Reissues

Exhibitors Say They Are Using More Than Ever

A growth in the reissue market, especially in subsequent run "B" houses, marks exhibition operation today, according to a poll of small and large circuits.

With notable exceptions, exhibitors stated that they are playing reissues out of necessity, due to the product pinch in double-feature subsequent-run smaller houses. Most of these houses, it was stated, are not equipped for CinemaScope, which automatically cuts them off from a relatively large reservoir of product.

A spokesman for the Walter Reade Circuit, which operates 40 houses, cited his experience. "We are positively playing more reissues today as

(*Continued on page* 3)

20th-Fox Increases 'Shorts' Releases

Twentieth Century-Fox has increased its short subjects releases this year from 45 to 62 for both CinemaScope and standard releases from the company, Lem Jones, short subjects sales manager, announced. In addition to the 62 shorts, 104 issues of Movietone newsreels will be offered.

The increased program of shorts will see 20 diversified subjects filmed in CinemaScope and color by Technicolor released during the period. Terrytoon shorts also play a major

(*Continued on page* 3)

638 Ohio Houses; 1,034 in 1948

COLUMBUS, O., April 22.—A survey by the Independent Theatre Owners of Ohio reveals that there are 638 indoor theatres operating in the state, compared with 1,034 in existence in 1948. Of the houses now operating, 50 are closed more than one day in each week. In the drive-in category, there are 175 operating; in 1948 there were 113. Three of the outdoor houses are equipped with heaters for year-round operation.

Paramount Production-Distribution Executives to Explain VistaVision

A battery of top Paramount executives, in addition to Dr. Herbert T. Kalmus, president of Technicolor, and others, will be available to the press following Tuesday's VistaVision demonstration here at the Radio City Music Hall.

Those slated to discuss the process and answer questions include: Barney Balaban, Paramount president; Y. Frank Freeman, vice-president in charge of Paramount studios, and Adolph Zukor, chairman of the board of Paramount Pictures.

Also attending will be A. W. Schwalberg, president of Paramount Film Distributing Corp.; Paul Raibourn, vice-president of Paramount Pictures Corp.; Loren Ryder, head of research for Paramount studios; producers Hal Wallis and George Seaton, and Kalmus.

Hits Budget Cut

USIA in Plea for Additional Funds For Program Abroad

WASHINGTON, April 22.—House-approved cuts in funds for the U. S. Information Agency would bear hardest on the Overseas Film Program, according to figures submitted by USIA to the Senate Appropriations Committee today.

Director Theodore C. Streibert urged the Senate group to give USIA the $89,000,000 it asked for the coming fiscal year, rather than the $75,814,000 voted by the House. In cutting the budget request for the agency, the House did not indicate how the over-all cut should be apportioned among the different media.

Streibert said under USIA decisions, the film program would get only $2,931,000 under the House figure, as compared with $6,964,000 under the Budget Bureau request. This would be even less than the film division has this year, when it is operating on $2,968,000. Last year it had $7,558,000.

The House action, Streibert said, would eliminate all plans for new film production, proposed purchase of 91 mobile units and 326 projectors to replace worn-out equipment, plans for replacing worn out films, and plans for many additional foreign language versions and additional prints of various subjects.

The "very sharply reduced 1954 program" limited production to newsreel type films requiring only limited original photography, and as a result there was a shortage of films aimed

(*Continued on page* 3)

Cites Regularity In RKO Redemption

RKO Pictures stock is being redeemed with "regularity" and in "pretty good amounts," considering that stockholders have until May 17, and perhaps later to act, it was learned here yesterday from an RKO spokesman.

The usual practice, it was pointed out, in similar situations is that stockholders usually wait until next to the final day or thereabout to act. A Wall Street source pointed out that RKO stockholders, especially brokerage houses which hold RKO shares, have nothing to lose by waiting, with the current market quotation still hovering at 6⅛ at the New York Stock Exchange, one-eighth above the $6 offered by the company for each share of stock redeemed.

Feeding the reluctance of some stockholders to redeem their stock

(*Continued on page* 3)

Elect Greenberger Head of Cleve. Assn.

CLEVELAND, April 22.—Henry Greenberger today was unanimously elected president of the Cleveland Motion Picture Exhibitors Association succeeding the late Ernest Schwartz. Schwartz previously doubled as president and general manager.

Joe Rembrandt was elected vice-president and Ted Vermes continues as treasurer. Six new members were named to the board of directors, bringing the board's total to 15, a full

(*Continued on page* 3)

Eliminate 3 Key Republic Posts

Realignment of Republic's sales organization has caused the elimination of three key positions.

Affected by the changes are Frank Soule, executive assistant domestic sales manager, a veteran of 22 years in sales and branch operations; James O'Gara, Metropolitan division head, and Paul West, Midwest division.

$3.06 Per Share

Para. Year's Net Climbs to $6,779,563

52-Week Earnings Top 1952 by $1,438,979

Paramount's net profit for the 52 weeks ended Jan. 2 topped the previous year's earnings by $1,438,979, the company reported yesterday. The net after taxes was $6,779,563, compared with $5,340,584 for the 53 weeks ended Jan. 3, 1953, before including a non-recurring profit of $559,287 from the sale of real estate property in that year and $5,899,871, including such non-recurring profit.

Consolidated earnings for 1953 represented $3.06 per share on 2,217,051 shares outstanding at the end of 1953 as compared with $2.28 per share for 1952, not including the non-recurring profit, on 2,339,479 shares outstanding at the end of 1952. In-

(*Continued on page* 3)

Republic 13-Wk. Net Placed at $260,937

Republic Pictures Corp. and its subsidiaries, for the 13 weeks ended Jan. 30, report a net profit of $560,937 before Federal tax provision and estimated Federal normal and surtaxes of $380,000. The net profit after taxes is estimated at $260,937.

For the 13 weeks ended Jan. 24, 1953, Republic and its subsidiaries reported a net profit of $725,423 before Federal tax provision, estimated Federal normal and surtaxes of $380,000, or a net after taxes of $345,423.

TOA to Set June Board Date Soon

Confirmation is being awaited here at Theatre Owners of America headquarters for hotel reservations in Los Angeles, before a date in June for a board meeting of TOA is set. The board will grapple with the product situation as the Number One item on the agenda.

Following the line-up of hotel accommodations, invitations will be sent to TOA board members seeking their attendance. The meeting is expected to draw approximately 40 TOA officials.

Personal Mention

EUGENE LERNER, of the Kaufman-Lerner talent and publicity organization in Rome, will return to Italy from New York on Saturday via TWA.

•

OSCAR A. DOOB, of M-G-M, has returned to New York from Syracuse.

•

SOL KARP, formerly with independent interests in Connecticut, has joined the Manchester Drive-In Theatre Corp., Hartford, as manager of the company's Manchester Drive-In Theatre, Bolton Notch, Conn.

•

JULES PERLMUTTER, chief barker of the Albany, N. Y., Variety Club and operator of seven theatres, will open a delicatessen store in Lake George N. Y., this week.

•

C. ELMER NOLTE, vice-president of the Durkee Enterprises, Baltimore, and MRS. NOLTE are celebrating their 50th wedding anniversary.

•

SHIRLEY BLOCH, secretary to IRVING GREENFIELD, Loew's attorney, will leave here Sunday by plane for England and the Continent.

•

MRS. DOT COLLINS, secretary of Realart Pictures, Atlanta, has resigned and will join her husband in Denver.

•

GORDON BRADLEY, Southern district manager, and EVERETT OLSEN, of the Paramount Pictures Atlanta office, have returned there from Jacksonville.

•

JOE HYAMS, Columbia Pictures home office publicist, will leave here Monday for New Orleans.

•

CARL FISHMAN, of the Loew's Theatres publicity department, has left here for Florida.

•

PETER RIETHOF, president of American Dubbing Co., has left New York by plane for Hollywood.

•

LOUIS FIELDS, poster ad director for M-G-M, is visiting in the West from New York.

•

MAURICE DRUKER, manager of Loew's Midland Theatre, Kansas City, has arrived in New York from there.

•

JAMES CAGNEY is in New York from the Coast.

•

JOE MANSFIELD of the United Artists exploitation staff has returned to Boston from Hartford.

•

LEO PILLOT, special events director for 20th Century-Fox, has returned here from Cleveland.

•

FOSTER BLAKE, Universal Pictures Western division manager, will return here from Chicago today.

•

EVELINE LEBLANC has been elected president of the Ottawa Film Society.

Review

"River of No Return"

(20th Century-Fox)
(CinemaScope)

HERE is a big Western production which has everything exploitation-wise: CinemaScope, three top stars, fluent direction, realistic Indian and gun-slinging action and exceptional photography. Cinematography in "River of No Return" compares favorably, and many times surpasses, the Academy Award job done in "Shane." Director of photography Joseph La Shelle took his cameras into the Canadian Rockies to ably capture the wildness and virgin beauty of the Northwest in Technicolor. Special photographic effects by Ray Kellog and four frontier ballads by Marilyn Monroe round out the picture and promise to make it top box office material with interest for the entire family.

Co-starred with Miss Monroe is Robert Mitchum, a "strong silent" frontier farmer who speaks little but acts fast and furiously when physical violence is called for. Rory Calhoun is a no-good gambler, eventually shot by young Tommy Rettig, who contributes considerable interest as the film's juvenile lead. Miss Monroe is surprisingly believable in her first Western role, and all-in-all, every cast member contributes toward a fresh and selling package of previous high-powered Western themes.

The swift-paced screen play by Frank Fenton focuses upon, and rotates about, a trek up the treacherous rapids of a river in a raft. Mitchum, Miss Monroe and young Rettig are chasing Calhoun who has absconded with Mitchum's only rifle and horse, leaving him and his son to the mercy of invading Indians. Calhoun heads for a nearby town to file a gold claim won in a card game.

Along the line of march, Marilyn attempts vainly to dissuade Mitchum, who is bent on murder. Here his son learns for the first time that he is an ex-convict who shot a man in the back and served a term for murder. Here too, La Shelle has a field day with his cameras. Using CinemaScope and Technicolor to every advantage, he captures the river's turmoil and a band of pursuing Indians with accuracy and realism.

When the three reach town after overcoming the redskins and dangers of the river, a paradox occurs. Mitchum's son shoots Calhoun in the back, saving his father from certain death. The conclusion is normal, to Westerns or any other film with a romantic angle. Mitchum takes Miss Monroe from a saloon, bodily, and the three move out in a buggy for their new farm.

Stanley Rubin produced, Otto Preminger skillfully directed and Murvyn Vye and Douglas Spencer provide two good character portrayals for the film.

Running time, 91 minutes. General classification. Release in May.

FRANK BACKILMAN

UA Sales Meeting Concludes in S. F.

United Artists sales personnel yesterday concluded a three-day Western regional sales meeting in San Francisco. It was the first in a series of 35th anniversary territorial conferences to be held by UA.

Following the meeting's conclusion, William J. Heineman, UA vice president, and general sales manager B. G. Kranze will go to Chicago where the second regional conference in the series will take place Monday through Wednesday.

A subsequent gathering will occur in Philadelphia, May 3-5, climaxing in the film industry testimonial dinner to UA on its anniversary. The dinner will be under the sponsorship of Variety Club, Tent 13.

Hope Again Appears In Palsy Trailer

Bob Hope marks his fourth anniversary as "national life chairman" for United Cerebral Palsy by starring in the 1954 appeal trailer "Road to Hope" to be used in connection with the UCP annual drive next month, it was announced by Leonard H. Goldenson, UCP president and president of American Broadcasting - Paramount Theatres.

Featured with Bob in the two-minute, 24-second trailer is Jackie Martin, a cerebral palsied boy who could not walk when Hope first began his help to CP sufferers four years ago.

No Abandonment of Code, Says Vizzard

HOLLYWOOD, April 22. — The Production Code Administration assistant director, Jack A. Vizzard, today told a luncheon meeting of the Optimists Club, in part:

"Present major film producers have served notice, in effect, that they will not abandon the world-wide audience, estimated today at 245,000,000 weekly, which has been the mainstay of the Hollywood industry. In rallying around the Code and reaffirming their faith in it, they have acted with statesmanship and decision. They have declared that the motion picture theatre will remain the place to which all people can go and take all members of their families. They have resisted the temptation of denaturing the screen by making it try to imitate the legitimate stage.

Any steps toward Code revisions will have to take into calculation that there is vast difference, in field of morality, between what is 'accepted' and what is 'acceptable'."

Cleveland House Gutted

CLEVELAND, April 22. — A fire causing an estimated $100,000 in damages gutted the 1,200-seat Shaker Theatre here today. Starting in a neighborhood restaurant, it was discovered early this morning. Most of the damage to the Associated circuit house was in the inner lobby area where the roof collapsed. No injuries were reported.

All ASCAP Officers Reelected by Board At Meeting Here

All officers of the American Society of Composers, Authors and Publishers were reelected here yesterday at the annual meeting of the board of directors.

Returned to office were Stanley Adams, president; Louis Bernstein, vice-president; Otto Harbach, vice-president, who had been filling the vacancy left by the death of Fred Allard; John Howard, secretary; Saul Bourne, treasurer; George Meyer, assistant secretary, and Frank Connor, assistant treasurer.

Warner to 'Greet' Exhibitors Monday

Exhibitors and representatives of the press, as well as radio commentators all over the country, have been invited to attend a special presentation of the forthcoming production plans of Warner Brothers to be delivered by Jack L. Warner, executive producer, on CinemaScope screens in selected theatres located in the 32 exchange centers on Monday. In New York, the screening will be held at the RKO 86th Street Theatre at 9:45 A.M.

Specially prepared to give the exhibitors of the country an advance glimpse at the program, the report contains scenes from "Ring of Fear," "A Star Is Born," "The High and the Mighty," "King Richard and the Crusaders" and "Battle Cry."

Included in Warner's report is the scope of the books, great plays and stories that have been purchased for immediate production at Burbank.

'Ireland' to Baronet

"The Spell of Ireland," produced in color by Celtic Films, Inc., starts a world premiere engagement at the Baronet Theatre here on May 10. Produced by Danny Devlin and Harry Dugan, "The Spell of Ireland" covers the Emerald Isle from South to North with a roving camera. A previous film by Dugan, "The Hills of Ireland," ran for 13 weeks at the 55th Street Playhouse here.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"ROSE MARIE"
starring
Ann BLYTH Howard KEEL Fernando LAMAS
in CinemaScope
Photographed in EASTMAN COLOR
An M-G-M Picture — and the MUSIC HALL'S GREAT EASTER STAGE SHOW

IN CINEMASCOPE
"Lucky Me" IN WARNERCOLOR
IT STARS DORIS DAY ROBERT CUMMINGS PHIL SILVERS
PARAMOUNT TIMES SQUARE

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Reissues

(Continued from page 1)

compared to previous years, particularly in the 'B' houses, because of the lack of product. We are doing it," he added, "and so is everyone else."

His sentiments were seconded by a spokesman for a group of small theatres, located mainly in New Jersey.

An official for the American Broadcasting-Paramount Theatres explained that key AB-PT affiliate houses avoid "the run-of-the-mill reissues," playing only "naturals" like Academy Award reissue pictures. However, smaller AB-PT houses, he continued, which are not equipped for CinemaScope are playing more reissues today than in previous periods because of the product situation.

Major Spokesman Quoted

A spokesman for a relatively large circuit, the houses of which are virtually fully equipped for CinemaScope, said "with very few exceptions" there has been no increase in the number of reissues booked.

Meanwhile, a recheck of six distributors disclosed that approximately 65 reissues are slated for release, compared to the 35 reissues which were set for release at the same period last year.

King Leaves For 'Carnival' Openings

A series of meetings to plan publicity campaigns for local openings of "Carnival Story" will begin rolling Sunday when Herman King of King Brothers Productions leaves New York for Boston.

King will spend two days in Boston and then go to Detroit, Dallas, Fort Worth, Houston, El Paso, Austin and Galveston.

'Mistress' to Verdi

"Mistress of the Mountains," an Italian film with English titles, will have its American premiere in late May at the Cinema Verdi here. Based upon a novel by Giovanni Guareschi, author of the Don Camillo stories, the film stars Vivi Gioi with Camillo Pilotto and Adriano Rimoldi. Direction of this Arthur Davis presentation is by Fernando Cerchio.

SMPTE To Honor 26 Engineers at Meet

Twenty-six engineers who have been active in the work of the Society of Motion Picture and Television Engineers for over 30 years have been singled out for special recognition at the organization's 75th semi-annual convention at the Hotel Statler in Washington, May 3-7. They are:

Don M. Alexander, Alexander Film Co., Colorado Springs; G. J. Badgley, U. S. Naval Photographic Center, Washington; Edmund A. Bertram, DeLuxe Laboratories, New York; Harry Blumberg, Blumberg Bros., Inc., Philadelphia; Robert S. Burnap, RCA Radiotron Co., Harrison, N. J.; James R. Cameron, Coral Gables, Fla.; John G. Capstaff, Research Laboratory, Eastman Kodak Co., Rochester, N. Y.; Arthur W. Carpenter, chief engineer Medical Dept., Field Research Lab., U. S. Army, Fort Knox, Ky.; John I. Crabtree, Research Laboratory, Eastman Kodak.

And C. A. Dentelbeck, Famous Players Canadian Corp., Toronto; Oscar B. DePue, Pasadena; John R. Freuler, Glencoe, Ill.; Arthur J. Holman, Eastman Kodak; L. A. Jones, Research Laboratory, Eastman Kodak; William C. Kunzmann, National Carbon Co., Cleveland; Mervin W. LaRue, Sr., Mervin W. LaRue, Inc., Chicago; William F. Little, Electrical Testing Labs., New York; C. E. K. Mees, Eastman Kodak, Rochester; George A. Mitchell, Mitchell Camera Corp., Glendale, Calif.; John A. Norling, Loucks & Norling, Inc., New York.

Also B. E. Norrish, Associated Screen News of Canada, Ltd., Montreal; Norman F. Oakley, E. I. DuPont de Nemours & Co., New York; M. W. Palmer, Bell & Howell, New York; S. G. Rose, Victor Animatograph Corp., Davenport, Ia.; John L. Spence, Jr., Spence Engineered Products, Brooklyn, and Fred Waller, Cinerama, New York.

During the five-day conclave, SMPTE members will review the latest developments in motion picture production, exhibition, television and theatre television, and hear Dr. C. E. K. Mees, vice-president in charge of research and development for Eastman Kodak Co., speak on the engineering future of American films.

Paramount Profit Rises

(Continued from page 1)

cluding such non-recurring profit, consolidated earnings for 1952 were equivalent to $2.52 per share.

In his president's report, Barney Balaban referred to 1953 as "a year that strengthened our financial position." He stated that 1953 was a good year for Paramount's foreign business, which had resulted in greater revenues in almost all areas of the foreign market, and added that this improvement had continued and had been maintained during the first months of 1954.

Balaban reported that Famous Players Canadian Corp. in which Paramount holds an interest of 67½ per cent, had "enjoyed another good year during 1953."

Lauds Chromatic TV Tube

He also revealed rapid progress scored by the color television tube developed by Chromatic Television Laboratories in which Paramount holds a 50 per cent interest. Balaban declared that the position of the Chromatron — commonly known as the Lawrence tube — had been tremendously strengthened as the only practical and economical answer to the problem of getting popular sized color receivers to the public in the very near future.

Discussing the International Telemeter Corp. in which Paramount holds a majority interest, Balaban stated that the results of Telemeter's "pay-as-you-see" television experiment in Palm Springs "have exceeded our expectations." He disclosed new areas of research and development in which Telemeter's staff of engineers and scientists are currently engaged, including a system of proof and sorting of bank checks, and photographic and magnetic-core techniques of electronic memories.

In the section devoted to VistaVision, the Paramount annual report explains that the process is a system of photographing motion pictures so that the resultant prints, while standard in size, will project an image of such unusual height and width as completely to dominate an audience, while at the same time bringing to the image on the screen a startling clarity and realism never before believed possible. Because these prints are standard size, they can be used by every theatre—the de luxe downtown, house, the neighborhood movie and the outdoor drive-in—giving them universal applicability and bringing every segment of the industry into the development of increased motion picture attendance, Balaban said.

RKO Redemption

(Continued from page 1)

quickly, it was added, are the reports that a large investment company is seeking to gain as many shares of outstanding stock as possible, paying a premium over the redemption price of $6. Another factor, it was added, is the possibility that the May 17 deadline may be extended, a possibility which was mentioned in Hughes' offer.

'Carnival Story'

NEW ORLEANS, April 22.—King Bros.' "Carnival Story" opened to top business here yesterday grossing $17,541. The RKO Radio Technicolor release co-stars Anne Baxter, Steve Cochran, Lyle Bettger and George Nader.

20th Shorts

(Continued from page 1)

part in the company's line-up, with 30 Technicolor subjects to be made available, Jones said.

Six Movietone sports shorts featuring Mel Allen will be released, and a half-dozen Movietone "See-It-Happen" films recreating spectacular events of the last half century round out the comprehensive program.

To meet the demand for CinemaScope shorts, camera crews are being dispatched to all parts of the world to film events and phenomena.

The CinemaScope shorts program being directed at the company's Hollywood studios by Otto Lang and by Movietone in New York is designed to enable full programming of entertainment made in the new photographic medium.

USIA Seeks More Funds for Use Abroad

(Continued from page 1)

at special targets, Streibert said. He also pointed out that the agency has not increased its mobile unit fleet during the past three years and has no funds this year to replace worn out units. "Replacements for these older vehicles must be made if we are to maintain our fleet level and reach our audience," he stated.

Senate committee chairman Bridges (R., N. H.) read a telegram from documentary producer Eugene Castle urging that the committee deny USIA any funds for film production and for certain other film activities. Streibert said he thought the agency was establishing workable policies that would eliminate wasteful production. He emphasized that he has endeavored to bring into the operation men with substantial industry background, such as film chief Andrew W. Smith, Jr., former top distribution figure.

Streibert admitted there had been too many documentary "Americana" films, and said the new policy was to concentrate on indigenous production in the areas where the films are to be shown, and to concentrate on anti-Communist films rather than "Americana" offerings. He also praised the film industry for helping USIA distribute films overseas through regular commercial channels.

Smith told the Senators he is just completing an inventory of all films in foreign film libraries and also reviewing the subject matter of all films now in those libraries. He said the idea was to cut out films whose subject matter no longer fits in with new U. S. policies.

USIA has some 40,000,000 feet of film covering about 500 different story subjects in 38 vaults in New York, Smith said. He declared that this is also being worked over, and that he expected the total would be cut to 20,000,000 feet or less.

Pro-Red Films On Increase in Asia

WASHINGTON, April 22.—A sharp increase in pro-Communist motion pictures in Southeastern Asia is reported by the U. S. Information Agency.

Director Theodore C. Streibert said films with anti-Western and pro-Communist themes are being produced in the Chinese language and distributed in growing numbers throughout the Far East, and in addition, Russian-made films with Chinese sub-titles are getting wider distribution in Southeastern Asia.

Greenberger

(Continued from page 1)

quota. They are Marshall Fine, Leonard Greenberger, Leonard Mishkind, James Kalafate, Bert Lefkowich and Jack Essick.

The association unanimously approved the appointment of Louis Weitz, attorney, as general manager while Arnold Porozynski succeeds his father on the board.

Middle East Official Here

Emil Dabague, of the Dollar Film Co., distributors of Republic Pictures product in the Middle East, has arrived in New York for conferences with Republic International executives. Dabague, who visited Republic's London branch enroute to New York, expects to remain here until early in May, when he will return by plane to Beirut.

397-SEAT GREENFIELD, GREENFIELD, CALI
PARAMOUNT, FAIRFIELD, ME., HAS GONE
PERRY, MICH., HAS GONE CINEMASCOPE
CINEMASCOPE 410-SEAT KANAWHA, BU
SCOPE 500-SEAT PIX, ONTARIO, ORE., HA
OLATHE, KANS., HAS GONE CINEMASCOP
GONE CINEMASCOPE 430-SEAT MARTIN
500-SEAT LUEZ, BOLIVAR, TENN., HAS GO
RINGLING, OKLA., HAS GONE CINEMAS
HAS GONE CINEMASCOPE 498-SEAT SH
SCOPE 278-SEAT STRAND, ANGOLA, IN
KAROLYN, NEW LONDON, O., HAS GONE
PLATTE, LA., HAS GONE CINEMASCOPE
GONE CINEMASCOPE 350-SEAT HENRY
SCOPE 350-SEAT PALACE, PENACOOK, N
ROSE, AUDUBON, IA., HAS GONE CINEM
S.D., HAS GONE CINEMASCOPE 374-SEA
CINEMASCOPE 273-SEAT COLONIAL, TA
430-SEAT CAROLINA, SUMTER, S. C., HAS
MORRISVILLE, VT., HAS GONE CINEMAS



TEX., HAS GONE CINEMASCOPE 50
CINEMASCOPE 378-SEAT JOYO, HA

HAS GONE CINEMASCOPE 400-SEAT
CINEMASCOPE 400-SEAT SILHOUETTE,
410-SEAT GLEN, QUINCY, ILL., HAS GONE
KHANNON, W.VA., HAS GONE CINEMA-
GONE CINEMASCOPE 428-SEAT TRAIL,
429-SEAT ACME, RIVERTON, WYO., HAS
MARTIN, KY., HAS GONE CINEMASCOPE
IE CINEMASCOPE 208-SEAT EL RANCHO,
OPE 250-SEAT GRAND, HALLOCH, MINN.,
RTA, SPARTA, N. J., HAS GONE CINEMA-
., HAS GONE CINEMASCOPE 280-SEAT
CINEMASCOPE 300-SEAT PLATTE, VILLE
O-SEAT NORWOOD, PHILLIPS, WISC., HAS
AGERSTOWN, MD., HAS GONE CINEMA-
H., HAS GONE CINEMASCOPE 350-SEAT
SCOPE 370-SEAT PLAZA, WATERTOWN,
RINCESS, BOONEVILLE, MISS., HAS GONE
BORO, N. C., HAS GONE CINEMASCOPE
GONE CINEMASCOPE 432-SEAT BIJOU,
OPE 454-SEAT MAJESTIC, BROWNSVILLE,
-SEAT NAPLES, NAPLES, FLA., HAS GONE
ELOCK, NEB., HAS GONE CINEMASCOPE

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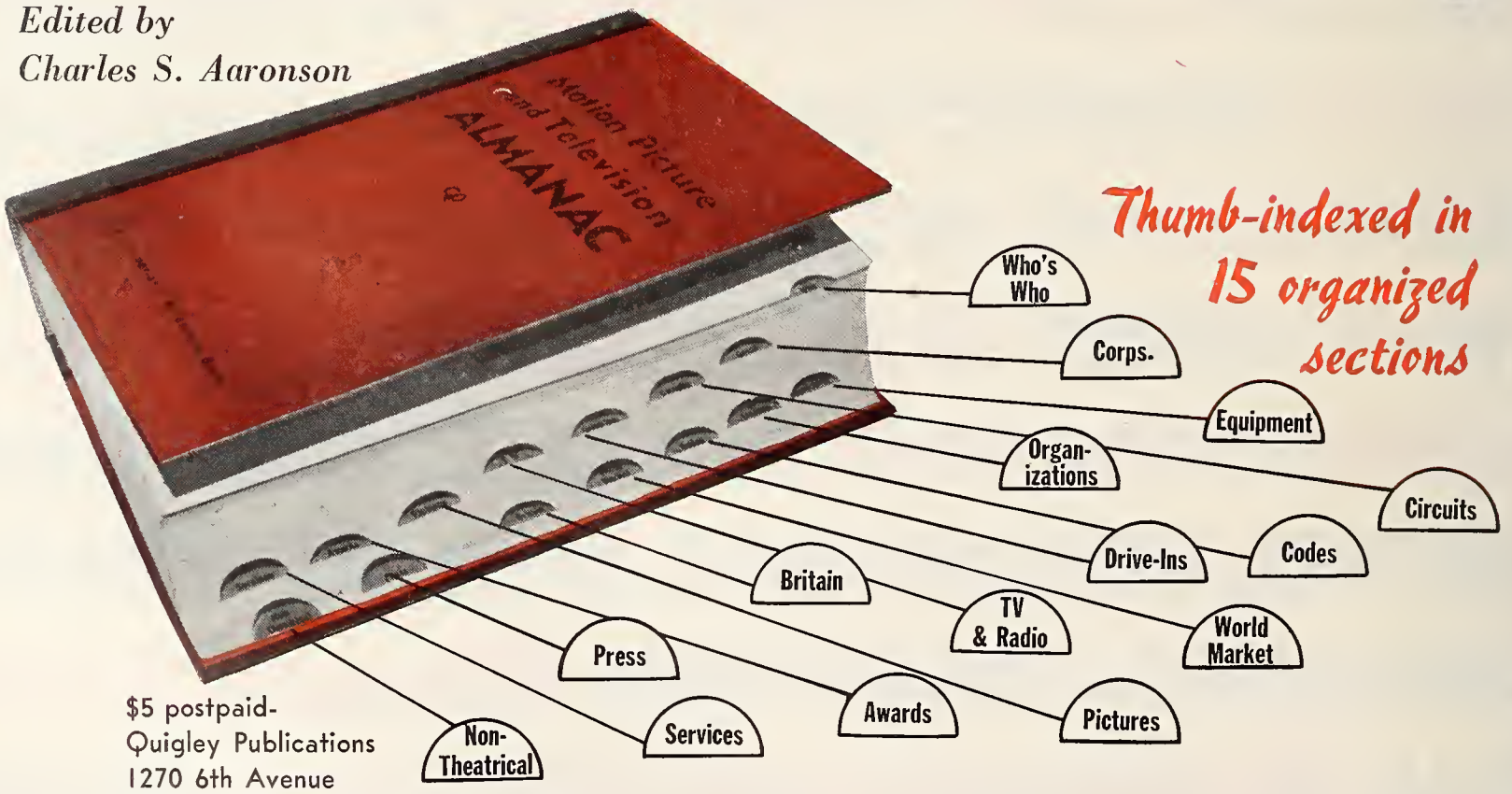
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Edited by
Charles S. Aaronson



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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 79 NEW YORK, U. S. A., MONDAY, APRIL 26, 1954 TEN CENTS

FCC OKAYS PHONEVISION N.Y. TEST

WASHINGTON, April 25.—The Federal Communications Commission has granted WOR-TV, New York, permission to make a 90-day private, experimental test of Zenith's Phonevision system of subscriber television beginning May 15.

Dr. Alexander Ellett, Zenith's vice-president in charge of research, said that the test is to make final determination of Phonevision's operating characteristics from a high-powered transmitter. No telephone lines will be used and the images will be received only on test receivers equipped with air code translators.

Gordon Gray, general manager for WOR-TV, said that program material would consist of test patterns, films and some live pick-ups.

Exhibitors Cautious

Mixed Effect of New Tax Felt by Equipment Field

The effect of the admission tax saving on the theatre equipment field is mixed at this stage, according to a survey of equipment dealers, polled by Motion Picture Daily.

Most dealers agreed that there is no "mad rush" on the part of most theatre owners to buy new equipment since the reduction of the Federal admission tax. Some dealers blamed the "caution" on the welter of new techniques now confronting the exhibitor. Other dealers, while acknowledging that there is no "mad rush," stated that business on the whole has continued good in the equipment field, spurred on by the introduction of new processes.

A spokesman for National Theatre Supply saw a falling off of business in the last five or six weeks, attributing the decline to the multiplicity of techniques "confusing" exhibition. He listed the following media now being

(Continued on page 7)

FPC Reports 1953 Net of $3,611,005

TORONTO, April 25.—The consolidated net profits of Famous Players Canadian Corp. for the 52 weeks ended Jan. 2 were $3,611.005, equal to $2.08 per share, compared with $3,480,126, or $2 per share, for the 1952 calendar year. Earnings from operations in 1953 amounted to $6,821,-540; in 1952 they totalled $6,860,728. The profit before taxes was $6,468,261 and in 1952 was $6,605,823. Taxes

(Continued on page 7)

Radio 'Risk'

Lower Guarantee Marks Selling Terms for Fight

A lower guarantee marks the selling terms for the Rocky Marciano-Ezzard Charles fight telecast to theatres, it was learned here at the weekend. The lower guarantee feature was ascribed, in part, to the "risk" involved in the radio rights being sold separately for the upcoming bout.

Theatre Network Television, which has booked the June 17 event, is offering the following alternate terms to theatres: A guarantee of 50 cents per seat against $1.30 for every ticket sold, whichever is higher; or a guarantee of ten cents per seat against $1.40 for every ticket sold.

The current selling terms compare to the 90 cents guarantee and the $1.30 tops for the previous heavyweight title telecast last September. It is understood that TNT lowered its guarantee sought from theatres, agreeing to absorb a greater share of the "risks," because of the radio broadcasting factor. Unlike previous fight telecasts, all booked by TNT, the theatre telecast agency did not procure

(Continued on page 7)

On Guard

NY Exhibitors WatchingMove For City Tax

Exhibitor organizations in the New York area are pursuing a policy of watchful waiting as fresh reports are circulated of the possible imposition of a city admission tax on motion picture theatres.

The reports came amidst indications that Mayor Wagner now looks with disfavor on the levying of a three per cent business service sales tax. In-

(Continued on page 7)

Pathe Trust Suit To Trial Monday

Pathe Industries' multi-million dollar anti-trust suit, charging that Eagle Lions Classics was thwarted from the New York market, will go to trial here next Monday in Federal District Court before Judge Augustus Hand.

Pathe Industries was the parent

(Continued on page 7)

District Sales Heads In 'U' Meeting Today

Universal Pictures district sales managers start their week-long series of meetings with the home office sales executives here today to discuss distribution plans on forthcoming product and for a review of general sales policies with Charles J. Feldman, vice-president and general sales manager.

One meeting will be devoted to

(Continued on page 7)

Pioneers Dinner Set for Nov. 17

The Motion Picture Pioneers has set Nov. 17 as the date for its annual dinner. The event will be held again in the grand ballroom of the Hotel Astor here and a "new look" theme will be adopted, based on the current increased interest in pictures. The "Pioneer of the Year" will be selected by a committee appointed for that purpose. The group has had several meetings to discuss its selection.

SMPTE 75TH CONVENTION OPENS IN WASHINGTON NEXT SUNDAY

WASHINGTON, April 25.—The seventy-fifth semi-annual convention of the Society of Motion Picture and Television Engineers gets underway here next Sunday at the Hotel Statler. The conclave will run seven days, concluding May 7. Wives of SMPTE members have been extended an invitation by Mrs. Eisenhower to attend a White House reception on the afternoon of May 4.

After registration Sunday and Monday morning, the convention starts with a luncheon Monday afternoon and a talk by C. E. Phillimore, Bell & Howell Co. Other speakers on the first day include Admiral Harold Bowen and Paul Busse, Thomas Alva Edison Foundation, Inc., and T. H. Miller and R. C. McClelland, Eastman Kodak Co.

That night black-and-white photog-

(Continued on page 7)

Slate MPAA Annual Meet for Thursday

The annual meeting of the Motion Picture Association of America will be held here on Thursday at MPAA headquarters, it was disclosed here at the weekend.

Attending will be the company presidents and Eric A. Johnston, MPAA president, who was slated to return to Washington from the Coast at the weekend. No agenda for the forthcoming meeting has been announced.

VISTAVISION DEMONSTRATION
TOMORROW—RADIO CITY MUSIC HALL—DOORS OPEN 8 A.M.

Personal Mention

DON HARTMAN, executive producer at Paramount studios, will arrive in New York tomorrow from Europe.

•

P. T. DANA, Universal Pictures Eastern division manager, returned at the weekend from Pittsburgh, Boston and Buffalo.

•

SOL ZATT, who recently established his own public relations office, is the father of a girl born to MRS. ZATT at Jewish Memorial Hospital.

•

ALFRED HITCHCOCK on May 5 will sail from New York for France aboard the "Queen Elizabeth."

•

SI SEADLER, M-G-M advertising manager, left New York at the weekend for the West Coast.

•

GEORGE A. SMITH, Paramount Pictures Western division manager, left New York Saturday for the Coast.

•

ALFRED CROWN, president of Moulin Productions, left here at the weekend for London via B.O.A.C. Monarch.

•

WARREN LOW, film cutter for HAL B. WALLIS, has returned to the Coast from New York.

•

EMERY AUSTIN, M-G-M exploitation manager, is in Dallas from New York.

•

ROSEMARY CLOONEY and JOSE FERRER arrived here Friday from the Coast.

•

SAMUEL GOLDWYN, Jr., will arrive in New York today from the Coast.

20th, UA to Supply Pola-Lite 3-D Prints

Arrangements have been completed whereby additional forthcoming 3-D product from both 20th Century-Fox and United Artists will be specially printed and available to all exhibitors using the new Pola-Lite single-track 3-D projection system, it was announced over the weekend by Al O'Keefe, vice-president in charge of distribution for the Pola-Lite Co.

First feature from 20th-Fox will be its forthcoming 3-D film "Gorilla At Large," a Leonard Goldstein production.

United Artists will release two 3-D films. They are "Southwest Passage," an Edward Small production, and "Gog," an Ivan Tors production.

In announcing the acquisition of the three major 3-D features, O'Keefe revealed that exhibitors now using the new single-track Pola-Lite 3-D system will have five major attractions ready for release shortly.

In addition to the above three, Universal-International's "Creature From the Black Lagoon" and "Taza, Son of Cochise" are now being released on the Pola-Lite single-track 3-D projection system.

To Act Next Week on Technical Tax Bill

WASHINGTON, April 25.—The Senate Finance Committee will begin executive session work on the House-passed technical tax bill early next week, according to chairman Millikin (R., Col.).

The committee wound up its hearings Friday. Millikin said the Senators could not start executive session work this week because committee staff experts would need the entire week to analyze and prepare recommendations on all the suggestions made by witnesses.

The Colorado Senator said he thought the committee would spend from one to two weeks voting on the bill, making it late in May before the bill is ready for the Senate.

One of the final witnesses, Washington tax lawyer Ellsworth Alvord, urged that motion picture companies be given all the benefits given other industries in the bill on the taxation of overseas income.

SPG Membership to Vote On Two Pacts

The general membership of the Screen Publicists Guild (New York) is expected to ratify the Warner Brothers and 20th Century-Fox contracts, which were agreed upon early last week, at a meeting tomorrow night.

The new pacts between the publicists and the distribution companies were approved by the individual unit personnel. The 20th-Fox contract is reported to be the fastest ever settled by the SPG, taking four days, a spokesman said.

The SPG negotiators will also report to the membership on the progress they are making at Universal Pictures, which has yet to agree with the publicists on a new contract.

Nathanson Confers With T. Rembusch

HOLLYWOOD, April 25.—Sam Nathanson, Atlas Pictures sales executive, flew to Indianapolis at the weekend to confer with Trueman Rembusch on distribution plans for the pictures which Hal Makelim will produce in cooperation with Allied States, as recently agreed.

The Indianapolis area has oversubscribed for these pictures, the Makelim office has disclosed.

Films Are Goodwill Ambassadors: Cohn

Ben M. Cohn, assistant foreign manager of Universal International Films, addressed a breakfast meeting of the Men's Council of the Jewish Community Center of White Plains yesterday speaking about "The Film Industry in Foreign Trade."

In his address, Cohn pointed out that films are one of America's most important ambassadors of goodwill, selling the American way of life as well as its manufactured products.

Asbury Park, N. J. New Reade 'H.Q.'

The offices of the Walter Reade Circuit in New York will be vacated beginning in July and will move to Asbury Park, N. J., where the circuit will make its headquarters in the reconverted home of the late Walter Reade, Sr.

A spokesman for the circuit said that no New York office will be maintained after the move-over has been completed, probably by August.

Some N-C Exhibitors Predict 'Price War'

MINNEAPOLIS, April 25.—Some independent theatre operators in the North Central area still predict that an admission price war is in the making as only a small handful of exhibitors have reduced their prices since the new Federal amusement tax law took effect. However, most theatremen believed that since the public voiced little objection to the maintenance of old prices, there is not likely to be any change now.

Theatres which had charged 55 cents prior to the tax reduction had no alternative but to get out of the "unbreakable" bracket by increasing or decreasing their box office prices. The Lawler Theatre in Rochester, Minn., and the Varsity Theatre at Ames, Ia., are in this class.

Children's prices in the Midwest and North Central area were reduced in some instances, dropping from 20 cents to a dime. Snyder Theatres in Williston, N. D., were considering tax cuts "down the line" but houses in Grand Forks and Devils Lake said that no price drop is anticipated.

Circuit officials in Minnesota, North and South Dakota, Wisconsin and Iowa were all holding firm on price and there was little disposition on the part of independents to offer reductions to the public.

Jessel to Speak At NTFC Meeting

George Jessel will be the honored guest of the National Television Film Council at its luncheon meeting Thursday at the Warwick Hotel here, Melvin L. Gold of National Screen Service and NTFC president, announced.

Jessel is expected to apprise the film producers, distributors, advertising agency and television station representatives attending the meeting of his evaluation of the distinctions between live and filmed TV production.

Warner's Report to Exhibitors Today

A mass turnout of the nation's exhibitors, circuit buyers, bookers and members of the press and radio commentators is expected to attend Jack L. Warner's production report on CinemaScope screens in selected theatres in 32 key cities today.

The filmed report has been specially prepared to give the exhibitors an advance look at the production plans.

Newbery Is Shifting To TV Division of Republic Pictures

C. Bruce Newbery, Republic's domestic sales manager until the merging of the foreign and domestic sales departments into one unit, will concentrate on Republic's television enterprises, handling sales and working closely with Earl Collins, head of the company's TV subsidiary.

Meanwhile, Paul Webster, Midwest division manager; James O'Gara, Metropolitan manager, and Frank Soule, executive assistant domestic sales manager, are leaving the company under the realignment program.

Gala Opening Thurs. For Denver 'River'

DENVER, April 25.—A large group of celebrities and a sizeable newspaper delegation will arrive here by plane this week, for the opening of 20th Century-Fox's "River of No Return" in CinemaScope. The event will take place Thursday evening at the new Centre Theatre.

Among those who have accepted invitations to attend are: Charles Brackett, president of the Motion Picture Academy of Arts and Sciences; Jack Benny, Jimmy Durante, Abbott and Costello, and Fred MacMurray.

Hollywood columnists and correspondents invited to the premiere include Louella Parsons, Hedda Hopper, Sheilah Graham, Erskine Johnson, Harrison Carroll, Thomas Pryor, Bob Thomas, Aline Moseby, Emily Belser and Harold Heffernan.

S-W Advertising Men Hear Selling Plans

A meeting at which selling plans for the next few months were discussed by the Stanley Warner advertising men was held at the weekend at the company offices here.

The meeting was addressed by Sam Rosen, executive vice-president; Harry M. Kalmine, vice-president and general manager, and Nat D. Fellman, circuit film buyer.

Among those present were: Herb W. Wheeler, Chicago and Milwaukee; James M. Totman, New England; Charles A. Smakwitz, Albany; Edgar Goth and Bob Deitch, Newark; Irving Blumberg, Philadelphia; Frank LaFalce, Washington; Henry Burger and Phil Katz, Pittsburgh; and Ben H. Wallerstein, Hollywood.

Kodak Names Smith Aide to Chicago Head

ROCHESTER, April 25. — Lawrence W. Smith, technical representative for Eastman Kodak Co., has been appointed assistant to the branch manager in Chicago.

Smith started with Kodak in 1939 as a member of the color process department, Research Laboratory, and in 1946 joined the photo-finishing sales division. In 1950, he became technical representative in the photo-finishing and school photography division and was assigned to Atlanta. Since 1952, he was assigned a technical representative in Minneapolis.

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Two CinemaScope Drive-ins Opened In Cities of Texas

Two more outdoor theatres, both in Texas, opened with 20th Century-Fox's "The Robe" over the weekend, with full installation for CinemaScope and stereophonic sound.

The theatres are the Trail Drive-In, San Antonio, and the Winkler Drive-In, Houston. Both are part of the Claude Ezell chain, and their respective capacities are 650 and 628 cars. Openings, on Saturday, were important civic events with leading citizens in attendance.

Currently playing at Ezell's Jacksboro Drive-In, Fort Worth, and the Gulf, Corpus Christi, "The Robe" will bow next in Texas at the Buckner Boulevard Drive-In, Dallas, on May 1.

Legion Reconsiders; 'C' Film Now 'B'

The former "C" classification given by the Legion of Decency to "La Lupa" has been changed to "B" as a result of revisions made in the original film, and is so listed in the latest group of pictures reviewed by the Legion. Three other productions are included in Class B and 16 in Class A.

In Class B, besides "La Lupa," are "Carnival Story," "Gorilla at Large" and "Playgirl."

Six pictures are in Class A, Section 2: "Diary of a Country Priest," "The Forty-Niners," "Hell Below Zero," "Southwest Passage," "Witness to Murder" and "Yellow Tomahawk."

The remaining 10 films, all in Class A, Section 1, are "Arrow in the Dust," "The Cowboy," "Fireman Save My Child," "Lucky Me," "Man With a Million," "Prince Valiant," "Paris Playboys," "A Queen's World Tour," "Riding Shotgun" and "Tales from Whileaway."

Dudelson Joins Staff Of Buena Vista Film

Harris Dudelson has joined the sales staff of Buena Vista Films Distribution Co., it was disclosed Friday by Leo F. Samuels, general sales manager of the Walt Disney subsidiary. Dudelson's activities will be supervised from the New York office by Irving H. Ludwig, in charge of domestic distribution. He will headquarter in Chicago.

An industry veteran of more than 30 years experience, Dudelson was formerly mid-west division manager for Lippert Pictures. Prior to that, he was district manager for Eagle-Lion and was associated with United Artists in various capacities for more than 20 years.

'Pinocchio' Expected To Better $2,000,000

Early reports from exhibitors indicate that Walt Disney's "Pinocchio," which was recently re-issued for the third time, will gross well over $2,000,000, a Disney spokesman said.

The film grossed $1,900,000 on its initial run in 1940 and $1,500,000 during 1945, he stated. The film is outgrossing its original release at present by 20 per cent and is drawing grosses 30 per cent greater than "Snow White and the Seven Dwarfs" in 1952, he said.

Reviews

"Laughing Anne"

(Republic)

THE presence of a mixture of fine acting in a classic story, offset by some recurrent triteness which can be easily overlooked in the over-all production, plus a lag in the film's middle, leave the box-office success of "Laughing Anne" dependent on individual situation. From an over-all standpoint, however, it packs enough emotional and eye-catching punches to hold its own as good entertainment for the family. Joseph Conrad's sea yarn has a mixed English-American cast topped by Margaret Lockwood, Wendell Corey and Forrest Tucker, with Ronald Shiner contributing a good character portrayal in support. The part of the author is played by Robert Harris.

Conrad's lead character comes to life in the person of Miss Lockwood, the woman with the characteristic and unforgettable laugh, who is the center of a triangle with Corey and Tucker. Tucker is a maimed prizefighter of the 1880's who drifted to the South Seas after losing a chance for the title; Corey is the unhappily wed captain of a schooner and Shiner is his man Friday.

The unsaintly Miss Lockwood, with a laugh known in every bar east of Suez, follows her lover, Tucker, to the East after he is crippled by gamblers when he refuses to throw a fight. Later she stows away on Corey's ship and he agrees to ferry her to Singapore. During the cruise they fall in love and Corey proposes marriage, but she refuses and jumps ship to rejoin Tucker in a life of cheap Pacific bars and squalor.

Six years later the lovers meet again when a money cargo takes Corey to an isolated settlement. Miss Lockwood is there with Tucker, but she has a new addition in a young son. They agree to leave together, but Tucker and his band of beachcomber-cutthroats set about to get the cargo. Tucker hears her warning laugh to Corey at the marauders' approach, and in the ensuing struggle, clubs her to death before Corey can shoot him. Corey takes the dying woman's child for his own son as the film concludes.

Herbert Wilcox produced and directed "Laughing Anne" from a screenplay by Pamela Bower. Some occasionally handsome Technicolor photography, directed by Max Greene, adds to the Conrad short story adaptation.

Running time, 90 minutes. General classification. Release date, July.

"Sensualita"

(Ponti-De Laurentis-I.F.E.)

SENSUALISM, as the title indicates, is the theme of this Italian import with dubbed English dialogue. Houses exploiting the Italian style of love-making, strictly for adult audiences, should do better-than-average with this near-torrid item. Shot entirely in the agricultural Po Valley of Northern Italy, it does well in bringing to life much of the hardness and squalor of farm life and existence in a displaced persons camp. Eleonora Rossi Drago is a girl of Italian-Yugoslavian origin who left her native land to become a refugee in the Po Valley. Amedeo Nazzari, a wealthy farm owner, falls in love with her despite himself and Marcello Mastroianni, his naive brother, follows suit, but resists less than his brother does.

The frustrated love affair of Miss Drago and Nazzari takes a turn for the worse when the younger, impetuous brother elopes with the buxom DP. But she can't forget or avoid her love for Nazzari and they continue to see each other while living on his farm. The embarrassing situation comes to a head in the film's climax when she shoots her lover and is killed in turn by Mastroianni. Revealing shots of Miss Drago coupled with some slightly suggestive sequences make this adult fare by necessity. Dubbing of the dialogue is excellent.

"Sensualita" was directed by Clemente Fracassi from the original story by Ennio De Concini and Fracassi. The screenplay was done by Alberto Moravia and De Concini. Francesca Liddi and Corrado Nardi contribute suitably in supporting roles.

Running time 72 minutes. Adult classification. April release.

FRANK BACKILMAN

"Fireman, Save My Child"

(Universal International)

LEANING heavily on Spike Jones' renditions of ear-shattering music, "Fireman Save My Child" presents a field day for City Slicker fans who watch pictures for laughs, and laughs alone. Well used slapstick as interpreted by Buddy Hackett, Hugh O'Brian and Jones, could cause a small box office rush, for exploitation-minded exhibitors.

Jones and his City Slickers are part of a 1910 fire company about to be mechanized. Hackett, an aspiring fireman with the aptitude and appearance of an idiot, is the inventor of a miracle fire extinguishing fluid. Slapstick fans can use their own imaginations from this point.

Potential laughs are well spaced by Leslie Goodwin's able directing of the impromptu material at hand. Production was by Howard Christie, and Lee Loeb and John Grant were responsible for the screen play. Others in the cast include Adele Jergens, Tom Brown, Harry Cheshire, George Cleveland, Tristram Coffin, John Cliff, Willis Bouchey, Henry Kulky and Madge Blake.

Running time, 80 minutes. General classification. Release in May.

'Victory' to Schaefer

"Victory at Sea," NBC television's 13-hour syndicated film, has been acquired by George Schaefer for sales and distribution to theatres. The film has been cut down to 96 minutes for theatre presentation.

Birnbaum Elected

Columbia Pictures announced over the weekend that the board of directors has elected Bernard Birnbaum to the post of assistant secretary. Birnbaum has a record of 25 years' service with the company.

Paramount Newsreel And Employee Local Agree on New Pact

General increases ranging from $4 to $5.50 per week were the highlights on a new one-year contract which was agreed upon by the Motion Picture Home Office Employees, H-63, IATSE, and Paramount Newsreel, Harold F. Chadwick, union business agent, said at the weekend.

The new pact will expire Aug. 31, 1955, as is the case with other union contracts with other companies, so that negotiations can be held on an industry-wide basis.

The "Johnston formula," which pertains to paid holidays for white collarites, was not part of the newsreel employees pact, Chadwick stated, for many of the members work on assignment basis. However, at Warner Brothers and Stanley-Warner Corp., which also recently agreed to an H-63 contract, the holiday clause is included in the pact.

The Home Office Employees union also settled and ratified a contract with News of the Day with $4 to $5.50 general increases, additional severance pay and the "Johnston formula" for the workers.

Report 'French Line' Held in 15 Cities

"The French Line" is being held over in more than 15 cities across the country, it has been disclosed by Charles Boasberg, general sales manager of RKO Radio.

In Los Angeles, the Technicolor musical-comedy is going into its ninth successive week at the Hawaii Theatre and into its fourth week at the Rialto after five weeks at the Orpheum. The Mission Theatre, San Diego, is holding the picture for a fourth week. The film is moving into its fourth week at the King Center Drive-In, Houston, while at Paramount, Seattle, Washington, it is staying for a third stanza.

In New Orleans, after five weeks at the Tudor, the film moved over to the Globe Theatre. After almost two weeks at the Gates Theatre, Portsmouth, Va., it is now playing at the Commodore. The Jefferson Theatre, Newport News, Va., has booked the feature following its run at the James Theatre.

Savini Closes Deals For Three Features

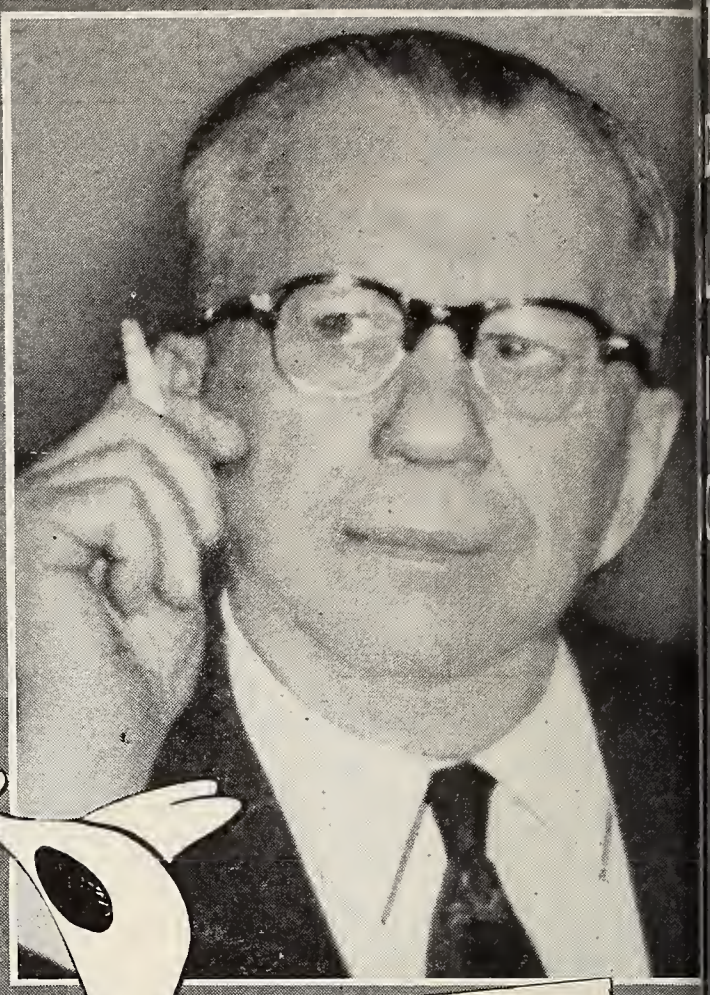
R. M. Savini, president of Astor Pictures Corp., closed deals last week for three features, one of which is a re-issue.

Savini, who recently returned from a Florida vacation, said that the films are J. Arthur Rank's "Turn the Key Softly," Michael Carreras' "Three Stops to Murder," and W. R. Frank's "Ride a Reckless Mile," which has played circuits before.

Stephen Ames, 54, Dies at Coast Home

MALIBU, Calif., April 25. — Film producer Stephen Ames, 54, died at his home here of a heart ailment. He was a member of the New York Stock Exchange and became interested in motion pictures as a stockholder in Technicolor, Inc., entering the Hollywood producing ranks in 1945.

20th Doffs Its Hat To Real Drive-In Showmanship!





Tonight. THE EYES OF THE AMUSEMENT WORLD ARE ON TEXAS!

Tonight. DRIVE-IN THEATRE HISTORY WILL BE MADE!

Tonight. JACKSBORO DRIVE-IN THEATRE of FT. WORTH PRESENTS AN ENTERTAINMENT MIRACLE COME TRUE!

CINEMASCOPE

UNDER THE TEXAS STARS . . .

In the Comfort Of Your Own Car . . .

In The Wonder of Newly Created OUTDOOR Stereophonic Sound!



IN THE COMFORT OF YOUR OWN CAR . . . UNDER TEXAS STARS!

You are transported onto the screen amid the greatest scenes of the mightiest novel of our time.

IN THE COMFORT OF YOUR OWN CAR . . . UNDER TEXAS STARS!

Sound with a sense of space, place and distance . . . the incomporable wonder of 4-track, magnetic High Fidelity Stereophonic Sound.

IN THE COMFORT OF YOUR OWN CAR . . . UNDER TEXAS STARS!

CinemaScope screen achieves startling realism and infinite depth as the actors and actresses seem to come olive as if present right beside you!

IN THE COMFORT OF YOUR OWN CAR . . . UNDER TEXAS STARS!

"THE ROBE" as it was meant to be seen, heard, lived in the great outdoors.

THIS IS HOW PIONEER SHOWMAN AND LEADING DRIVE-IN EXHIBITOR *CLAUDE EZELL*

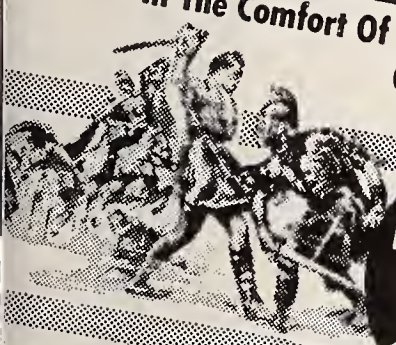
LAUNCHED THE TEXAS PREMIERES OF "THE ROBE" IN THE WONDER OF NEWLY-CREATED OUTDOOR STEREOPHONIC SOUND!

TONIGHT...
THE EYES OF THE AMUSEMENT WORLD ARE ON TEXAS
TONIGHT...
DRIVE-IN THEATRE HISTORY WILL BE MADE!
TONIGHT...
THE GULF DRIVE-IN THEATRE OF CORPUS CHRISTI
PRESENTS AN *Entertainment* MIRACLE
COME TRUE!

CINEMASCOPE

UNDER THE TEXAS STARS...

In The Comfort Of Your Own Car... In The Wonder of Newly Created OUTDOOR Stereophonic Sound!



20th Century Fox presents
The Robe
TECHNICOLOR



IN THE COMFORT OF YOUR OWN CAR ...UNDER TEXAS STARS
...u are transported onto the screen amid the ...eatest scenes of the mightiest novel of our ...e.

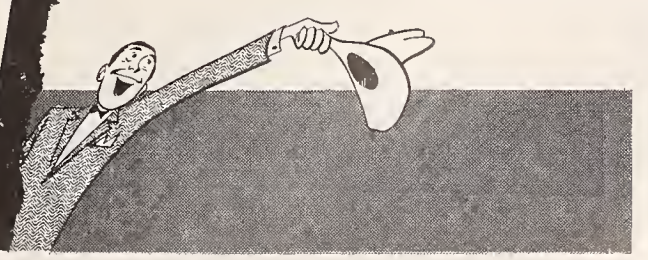
IN THE COMFORT OF YOUR OWN CAR ...UNDER TEXAS STARS
...d with a sense of space, place and dis- ... the incomparable wonder of 4-track, ...etic High Fidelity Stereophonic Sound.

IN THE COMFORT OF YOUR OWN CAR ...UNDER TEXAS STARS
CinemaScope screen achieves startling realism and infinite depth as the actors and actresses seem to come alive as if present right beside you!

IN THE COMFORT OF YOUR OWN CAR ...UNDER TEXAS STARS
"THE ROBE" as it was meant to be seen, heard, lived in the great outdoors....

Dear Claude: Thanks for letting us use your great ads as a model for all drive-ins. We're making
FREE MATS AVAILABLE

from Exploitation Dept., 20th Century-Fox, 444 West 56th St. New York, N.Y.



MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
March 7	PARIS PLAYBDYS Bowery Boys Veela Vonn C—62 min. (Rev. 3/5/54)	(March Releases) IT SHOULD HAPPEN TD YOU Judy Holliday Peter Lawford Jack Lemmon C—87 min. (Rev. 1/15/54)		RDSE MARIE (Color) Ann Blyth Fernando Lamas Howard Keel MD—104 min. (Rev. 3/3/54)				(March Releases) NIGHT PEOPLE (CinemaScope—Color) Gregory Peck Broderick Crawford Anita Bjork Rita Gam D—93 min. (Rev. 3/12/54)	(March Releases) BEAT THE DEVIL Humphrey Bogart Jennifer Jones Gina Lollobrigida D—92 min. (Rev. 3/4/54)	(March Releases) SASKATCHEWAN (Color) Alan Ladd Shelley Winters D—87 min. (Rev. 2/24/54)	
March 14	MR. POTTS GOES TD MOSCOW Oscar Homolka Nadia Gray C—93 min. (5400) (Rev. 9/14/53)	BATTLE OF ROGUE RIVER (Color) George Montgomery Richard Denning Martha Hyer D—71 min. (Rev. 3/1/54)							ACT OF LOVE Kirk Douglas Dany Robin D—108 min. (Rev. 12/18/53)	RIDE CLEAR OF DIABLO (Color) Audie Murphy Dan Duryea Susan Cabot Abbe Lane WD—80 min. (Rev. 2/4/54)	DUFFY OF SAN QUENTIN Paul Kelly Joanne Dru Louis Hayward D—78 min. (Rev. 2/15/54)
March 21	DRAGONFLY SQUADRON John Hodiak Barbara Britton D—83 min. (Rev. 2/9/54)	BAIT Cleo Moore Hugo Haas John Agar D—79 min. (Rev. 2/17/54)			(March Releases) RED GARTERS (Color-Stereophonic Sound) Rosemary Clooney Jack Carson Guy Mitchell Pat Crowley MC—91 min. (Rev. 2/1/54)		CARNIVAL STORY (Color) Anne Baxter Steve Cochran D—95 min. (Rev. 3/24/54)	RACING BLOOD (Color) Bill Williams Jean Porter Jimmy Boyd D—76 min. (Rev. 3/19/54)	THE GOLDEN MASK Van Heflin Wanda Hendrix D—88 min. (Rev. 3/11/54)	(3-D) CREATURE FROM THE BLACK LAGOON Richard Carlson Julia Adams D—79 min. (Rev. 2/9/54)	(3-D) PHANTOM OF THE RUE MORGUE (Color) Carl Malden Claude Dauphin Patricia Medina D—84 min. (Rev. 3/1/54)
March 28	LOOPHOLE Barry Sullivan Dorothy Malone Mary Beth Hughes D—80 min. (5414) (Rev. 2/19/54)	(3-D) JESSE JAMES VS. THE DALTONS (Color) Brett King Barbara Lawrence W—65 min. (Rev. 2/4/54)	FANGS OF THE WILD Charles Chaplin, Jr. Onslow Stevens Margia Dean D—(5311)—74 min. (Rev. 3/12/54)	GYPSY COLT (Color) Donna Corcoran Ward Bond Frances Dee D—72 min. (Rev. 1/28/54)		GERALDINE John Carroll Mala Powers MC—90 min. (5302)	(3-D) SON OF SINBAD (Color) Dale Robertson Sally Forrest Lili St. Cyr D				
Apr. 4	PRIDE OF THE BLUE GRASS (Color) Lloyd Bridges Vera Miles D—71 min. (Rev. 2/19/54)	(April Releases) DRIVE A CRDOKED ROAD Mickey Rooney Dianne Foster D—82 min. (Rev. 3/17/54)	HEAT WAVE Alex Nicol Hillary Brooks D— (5310)	RHAPSDDY (Color) Elizabeth Taylor Vittorio Gassman John Ericson D—115 min. (Rev. 2/16/54)		THE UNTAMED HEIRESS Judy Canova Don Barry George Cleveland C—70 min. (Rev. 4/22/54)	THE SAINT'S GIRL FRIDAY Louis Hayward Naomi Chance D—68 min. (Rev. 3/17/54)	(April Releases) PRINCE VALIANT (CinemaScope-Color) James Mason Janet Leigh Robert Wagner Debra Paget D—105 min. (Rev. 4/2/54)	(April Releases) SOUTHWEST PASSAGE (Color) Rod Cameron Joanne Dru W—82 min. (Rev. 4/9/54))	(April Releases) MA AND PA KETTLE AT HOME Marjorie Main Percy Kilbride C—81 min. (Rev. 3/11/54)	RIDING SHOTGUN (Color) Randolph Scott Wayne Morris Joan Weldon W-75 min. (Rev. 3/4/54)
Apr. 11	THE DESPERADO Wayne Morris W—(5426)	THE IRON GLOVE (Color) Robert Stack Ursula Thiess Richard Stapley D—77 min. (Rev. 3/25/54)							HEIDI Elsbeth Sigmund D—98 min. (Rev. 12/24/53)	YANKEE PASHA (Color) Jeff Chandler Rhonda Fleming D—84 min. (Rev. 3/12/54)	
Apr. 18					(April Releases) CASANOVA'S BIG NIGHT (Color) Bob Hope Joan Fontaine Basil Rathbone Audrey Dalton C—86 min. (Rev. 3/1/54)				THE LONE GUN (Color) George Montgomery Dorothy Malone W—78 min. (Rev. 4/6/54)	RAILS INTO LARAMIE (Color) John Payne Mari Blanchard Dan Duryea WD—81 min. Rev. 3/19/54	LUCKY ME (CinemaScope-Color) Doris Day Robert Cummings Phil Silvers M—109 min. (Rev. 4/9/54))
April 25	ARROW IN THE DUST (Color) Sterling Hayden Coleen Gray Keith Larsen D—80 min. (Rev. 4/19/54)			EXECUTIVE SUITE All Star Cast D—106 min. (Rev. 2/23/54)					(Re-Release) CHAMPION Kirk Douglas Arthur Kennedy Ruth Roman Marilyn Maxwell D—99 min. (Rev. 3/4/49)		
May 2		(May Releases) THE MIAMI STORY Barry Sullivan Luther Adler Adele Jergens D—75 min. (Rev. 3/31/54)					SUSAN SLEPT HERE (Color) Dick Powell Debbie Reynolds Anne Francis C—	(May Releases) RIVER OF NO RETURN (CinemaScope-Color) Marilyn Monroe Robert Mitchum WD—91 min. (Rev. 4/23/54)	(Re-Release) HOME OF THE BRAVE James Edwards Frank Lovejoy Steve Brodie D—88 min. (Rev. 4/29/49)		
May 9	THE FORTY NINERS Bill Elliott (5424)	MASSACRE CANYON Phil Carey Audrey Totter D—66 min. (Rev. 4/9/54)	MONSTER FROM BENEATH THE SEA Anne Kimbell Stuart Wade D—(5328)	FLAME AND THE FLESH (Color) Lana Turner Pier Angeli Carlos Thompson D—104 min.		JUBILEE TRAIL (Color) Vera Ralston Joan Leslie John Russell Forrest Tucker D—103 min. (Rev. 1/18/54)	SILVER LODE (Color) John Payne Dan Duryea Lizabeth Scott W—	(2-D and 3-D) GORILLA AT LARGE (Color) Cameron Mitchell Anne Bancroft D—			(Re-Release) A GIRL FOR JOE (Formerly "Force of Arms") William Holden Nancy Olson Frank Lovejoy D—100 min. (Rev. 8/14/51)
May 16			THE COWBOY (Color) Special Cast W—69 min. (5308)		(May Releases) CALLING SCOTLAND YARD Six Mystery Featurettes Paul Douglas (Storyteller) Each 27 min.						(Re-Release) GUY WITH A GRIN (Formerly "No Time for Comedy") James Stewart Rosalind Russell C-93 min. (Rev. 9/9/40)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama)

City Tax

(Continued from page 1)

stead, the city administration is said to be examining the imposition of an admission tax, among other taxes in an effort to raise an additional $30,000,000.

It is understood that the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association are carefully watching the developments, holding their fire pending clarification of the situation. Under the enabling New York State legislation, the city has authority to impose a city admissions tax as high as five per cent.

COMPO 'Three' Meet Wednesday

The New York tax situation evolved as preparations were underway for the meeting of the governing triumvirate body of the Council of Motion Picture Organizations, set for Wednesday. It will be the first meeting of the COMPO co-chairmen since COMPO's successful waging of its Federal admission tax drive. As to the future activities of COMPO, one project which appears to be headed for discussion at Wednesday's meeting is the protection of the admission tax saving from possible inroads from municipal or state governments.

UA Starts Second Of Regional Meets

CHICAGO, April 25.—The second United Artists regional sales meeting in a series being held in connection with the company's 35th anniversary will get under way here tomorrow at the Blackstone Hotel under the leadership of vice presidents William J. Heineman and Max E. Youngstein.

The Chicago sessions, which will continue through Wednesday, will be presided over jointly by Heineman, Youngstein and general sales manager B. G. Kranze.

Western division manager James E. Velde, Canadian division manager Charles S. Chaplin, Midwest district manager F. J. Lee and western contract manager Arthur Reiman head the list of sales personnel attending the meetings.

Branch managers present in Chicago are: Harry Goldman, Chicago; R. Amacher, Kansas City; Joe Imhof, Milwaukee; Abbott Swartz, Minneapolis; D. W. McLucas, Omaha; D. J. Edele, St. Louis; Robert Radis, Calgary; Sam Kunitsky, Montreal; I. J. Davis, St. John; George Heiber, Toronto; H. Woolfe, Vancouver, and A. Feinstein, Winnipeg.

To Hold Off on TV Fee Proposal

WASHINGTON, April 25.—Senate Commerce Committee chairman Bricker (R., O.) said the Federal Communications Commission had notified him it would suspend any further action on its proposed fees for television licenses and other broadcast applications, grants and petitions. The Commission had proposed to start charging fees, but the Commerce Committee recommended that it hold off action until Congress could study the question.

Fight Telecast

(Continued from page 1)

exclusive radio rights, in addition to telecast rights from the International Boxing Club, promoters of the bouts.

On previous occasions, some radio stations recreated the fight for their listeners, despite the exclusivity of TNT's contract.

Meanwhile, it was learned that a large influx of drive-in theatres is expected to join the TNT net for the forthcoming event, to be telecast from the Yankee Stadium here. It is understood that from 20 to 25 theatre TV equipments from major manufacturers are available for telecasts to drive-ins. Still undefined areas in the environs of New York City and New England will be blacked out for the telecast.

Pathe Trust Suit

(Continued from page 1)

company of ELC before ELC was sold to United Artists. Named as defendants in the suit were Loew's and RKO Theatres, which, with other co-defendants, were charged with stifling bookings of ELC pictures in the New York market.

DuPont Film Ready For College Audience

WILMINGTON, Del., April 25.—A new 16mm. sound motion picture in color, "Mechanical Engineering at Du Pont," designed for college audiences, has been produced by the Du Pont Company.

The film, which runs 22 minutes, is available to college engineering audiences and other groups interested in the mechanical engineering phases of the chemical industry.

Tax in Equipment Field

(Continued from page 1)

offered to exhibition: CinemaScope, Superscope, VistaVision, Perspecta sound, magnetic sound, in addition to others.

Ben Perse, president of Capitol Theatre Supply Co., referring to the introduction of Perspecta sound, maintained that exhibitors are "wasting their time" if they are waiting for Perspecta sound, because they "need stereophonic equipment first," apparently referring to the three horns, behind the screen which are utilized for both the optical and magnetic sound systems.

Some Decline Conceded

Perse, acknowledging some decline in business since the admission tax reduction, indicated, however, that this is offset by better theatres going ahead with new installations to take advantage of what he termed high quality films now being released in the new media. Others must go along, Perse declared, "if they intend to keep up with product situations."

George Hornstein, president of Joseph Hornstein, Inc., equipment dealers, called business "good." Business has been good for suppliers for the past 15 to 16 months, Hornstein continued, adding that exhibitors holding back "may reconsider" now that the tax reduction bill is law. No "trend," he added, is indicated at present.

Sees Rise Since November

Another equipment dealer, Joe Pear, president of Amusement Supply Co., said that business has been good since November. He reported mounting orders in the past five or six weeks for new media installations from smaller houses. Pear, whose company services exhibitors in the NewYork-New Jersey area from Albany to Trenton, indicated that most of his present business is confined to CinemaScope and stereophonic magnetic sound. Perspecta orders are coming in too, but, he forecast, they will not increase until August when films in the media will be available.

Altec Service Corp. reports a definite upswing in stereophonic orders in an overall slight increase in installations since the tax law was signed.

FPC Net

(Continued from page 1)

totalled $2,857,256 last year, compared with $3,125,697 the year before.

In his letter to stockholders, president J. J. Fitzgibbons said that on a comparable basis gross box office receipts were higher in the previous year. Film rentals for advanced admission price pictures, wages and operating expenses, however, more than offset the increase in receipts. The net effect, Fitzgibbons indicated, was a slight decrease in operating profits as compared in 1952.

Depreciation writeoffs are somewhat higher than a year ago, Fitzgibbons said. According to him, this reflects the conservative attitude by Famous Players with respect to investments made in drive-ins and the new forms of film presentation.

Current Assets Up

Famous Players' balance sheet indicates a further substantial improvement in the financial position of the company, Fitzgibbons said. At the end of the year, he revealed, net current assets, which include $8,671,000 in cash, securities and call loans, amounted to $9,474,238, an increase during 1953 of $1,279,143.

Shareholders' equity in business represented by capital stock and earnings retained for use in the business amounted to $29,881,397, yearly increase of $831,690, Fitzgibbons told the stockholders.

Helen Keller Picture Set for Guild Here

"The Unconquered"—Helen Keller and her story—presented by Nancy Hamilton, will have its world premiere at the Guild Theatre here following the current engagement of "Out of This World."

"The Unconquered" contains narrated sequences by Katharine Cornell based on a commentary written by James Shute, formerly documentary chief of The March of Time. Nella Braddey Henny, an old friend of Miss Keller, acted as consultant on the film.

Universal

(Continued from page 1)

promotion plans on forthcoming product with advertising and publicity executives participating. The sales executives will attend the invitational press preview of "Magnificent Obsession" at Loew's 72nd Street here tonight and will be on hand for the windup of the current "Charles J. Feldman Annual Sales Drive" on Saturday.

District managers participating in the meetings will be Joseph Gins, Boston; P. F. Rosian, Cleveland; Mannie M. Gottlieb, Chicago; Lester Zucker, Kansas City; James V. Frew, Atlanta; Henry H. Martin, Dallas; Barney Rose, San Francisco and David A. Levy, New York.

Several from Home Office

Home office sales cabinet members participating besides Feldman will be Ray Moon, assistant general sales manager; P. T. Dana, Eastern sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; Foster M. Blake, Western sales manager; James J. Jordan, Circuit Sales manager; Irving Sochin, Short Subjects sales manager and Harry Fellerman, Sales Head of special films division.

Participating in the promotion meetings will be Charles Simonelli, Eastern advertising and publicity manager; Clark Ramsay, executive assistant to David A. Lipton; Philip Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager and Henry A. Linet, sales promotion manager.

New Circle Device

A production method that is claimed to reduce the time of printing short sequences of motion picture film by 75 per cent has been developed by Circle Film Laboratories, Inc., according to Herbert R. Pilzer, president. Particularly applicable to commercial films, the system is currently being employed on a series of 1½ minute sales training films being produced by Seminar Films.

SMPTE 75th Convention

(Continued from page 1)

raphy and special photographic effects will be subjects of talks by C. E. K. Mees, Kodak, and Ray Kellogg and L. B. Abbott, 20th Century-Fox.

The following day dissertations on motion picture photography will be delivered by Willy Borberg, General Precision Laboratory, Inc., Charles W. Handley, National Carbon Div., Union Carbide and Carbon Corp., Gerald F. Rackett, Columbia Pictures and K. M. Carey, National Film Board of Canada. Tuesday night the Pioneers' dinner will be tendered.

Wednesday through Friday various motion picture and television topics will be discussed by eminent speakers in the industries. They will include, among others, the motion picture laboratory, stroboscopic lamps and electronic light change devices. Thursday evening dinner-dance will be held in the hotel's Congressional Room.

Concurrent sessions open on Friday when television and motion picture talks are held. Among these, CBS color television staging and lighting practices will be discussed by Richard S. O'Brien, Columbia Broadcasting System. About 10 open meetings are scheduled for the seven-day gathering. by Seminar Films.

TONIGHT AT 8:30

INVITATIONAL PRESS AND EXHIBITOR PREVIEW

LOEW'S 72nd STREET, NEW YORK

SCHEDULED FOR RELEASE IN AUGUST



From the company that gave you

"The Glenn Miller Story" comes a dramatic achievement

that reaches new heights of greatness...

The Universal-International production

of Lloyd C. Douglas'



"MAGNIFICENT OBSESSION"

superb in color by TECHNICOLOR

starring **JANE WYMAN • ROCK HUDSON**

BARBARA RUSH with Agnes Moorehead, Otto Kruger and Gregg Palmer

Directed by Douglas Sirk • Screenplay by Robert Blees • Produced by Ross Hunter



Buy Films According To Ability to Pay, Berger Advises

MINNEAPOLIS, April 25.—President Ben Berger will urge "a return to the golden days" of exhibition when a theatre bought pictures according to its ability to pay, and a continuation of attack against must percentages for suburban and outstate houses during the two-day North Central Allied's annual convention here, May 10-11, at the Nicollet Hotel.

His recommendation for the "ability to pay" plan will charge distribution organizations with forcing small theatres to pay rentals proportionately with the big first run houses here, a vogue which Berger claims favors the big circuits and is driving the smaller suburbans and outstaters to the wall.

Has Long Opposed Practice

Berger's attack on must percentages for the small town is a continuation of his stand against the practice and which has highlighted his policy program since assuming the presidency in 1946.

Plans for the purchase of stock in a major film company by Allied's members will be thoroughly investigated during the general sessions. National Allied's proposed plan is to solicit the independents to buy enough stock in a major company so that the exhibitors could give voice to production and distribution policies, primarily to assure an adequate supply of product to help the so-called present shortage.

Hal Makelim, with whom the parent organizations have contracted for such a plan, is expected to appear at the convention to outline his plan. John Wolfberg, Allied's film committee chairman, will accompany Makelim, and Wilber Snaper, former president of Allied, will speak in favor of Allied's maneuver to circumvent the product shortage by tying up with independent producers through subscription pledges of playdates.

Major Address by Myers

Abram F. Myers, Allied board chairman and general counsel, will deliver a major address and will remain in Minneapolis an additional day for discussion of problems with exhibitors. Other speakers will include Allied president Ben Marcus, who will report on progress; Col. H. A. Cole, who will review COMPO's fight for tax relief; Mike Simons, M-G-M public relations expert; and Al Sindlinger, head of a survey service.

The National Allied's board of directors will meet in all day sessions for two days prior to the convention.

CinemaScope 'Rifles' Big Draw in Toronto

TORONTO, April 25.—Popularity of CinemaScope and stereophonic sound here is reflected in reports of grosses from the Odeon Theatre where 20th Century-Fox's "King of the Khyber Rifles" is in its Canadian premiere engagement. Opening April 9 to a first-day's take of $4,000, the management reports that the Technicolor production racked up a strong initial week's gross of $19,000. The first day of the second week saw the picture taking in $4,600 to top the opening day by $600.

The romantic adventure drama starring Tyrone Power, Terry Moore and Michael Rennie has started a third week at the Odeon.

Television--Radio

with Pinky Herman

PAT WEAVER, NBC Prexy told the AAAA conventioneers at White Sulphur Springs Friday, that "Color Television is here . . . ready to go to work for the alert advertiser . . . and the time (for those companies which need effective advertising to survive) to start color television is this Fall." . . . After more than a year on NBC-TV, the Bob Quigley production, "On Your Account," will move to CBS-TV July 5. Emceed by genial Win Eliot and sponsored by Procter & Gamble, the program may get the same time slot (4:30-5:30 p.m.). . . . 30 years ago a new radio team, Ford & Glenn (Rowell) made its debut on the nets via WTAM, Cleveland, and later Glenn teamed up with Gene Carroll (Gene & Glenn), which became one of the country's most popular pair. About 10 years ago Gene & Glenn parted, Gene staying in Cleveland and Glenn moving to WTIC in Hartford. Last year Rowell returned to Cleveland, doing several TV programs weekly (NBC) and several radio shows via MBS. Last week, celebrating his 30th year on the air, Glenn had as his guest Ford Rush, his first radio partner. . . .

☆ ☆ ☆

Is NBC enticing Jan Murray's "Dollar a Second" Du Mont quizzer into its orbit come next Fall? Incidentally Jan and his beautiful wife, Toni Kelly, are awaiting Sir Stork's third visit next month. . . . Eddie Albert, who with Margo, is doing sensationally at the Waldorf-Astoria Empire Room, will guest emcee Max Liebman's "Show of Shows" May 8. Eddie will also be the emcee of the "Saturday Nite Revue" which will summer-replace "Shows" starting Saturday, June 12, and which will originate in Hollywood. . . . Ted Baldwin's 20-minute telefilm for Johnson & Johnson, "Bandages and Bullets," depicting the advance of medicine from 3,300 years ago through today, with interesting sidelights on Louis Pasteur and Joseph Lister, is a must for TV stations. . . . Arthur Godfrey gets his musical talents from his mother, Mrs. Kathryn Godfrey, who plays the violin, piano, Hammond Organ and ukelele, and whose original "Marine Boys March" was played by the Toronto Symphony Orchestra, conducted by Andre Kostelanetz, last December. . . . Frederic R. Gamble, re-engaged by the American Ass'n of Adv. Agencies as president at its annual meeting last week at White Sulphur Springs, has been an AAAA member for 25 years. . . .



Jan Murray

☆ ☆ ☆

Under contract to NBC, comedian George Gobel will arrive in New York May 1 for conferences which will undoubtedly set him up for a new TV series in the Fall. . . . Mona Bruns, who'll soon be seen in an important role in the DuMont "Captain Video" series, is the mother of Frankie Thomas, who is this same net's "Tom Corbett, Space Cadet." . . . This column has often wondered howcome Sports Announcer Sam Taub is overlooked when announcers of Boxing Shows are sought. Sam is merely one of the best blow-by-blow fight spielers in the country. . . . Mr. & Mrs. Arthur Murray flew to Hollywood to sign talent for their program which, starting June 15, will summer-replace a segment of the "Buick-Berle Show" TVia NBC. . . .

☆ ☆ ☆

Sylvia Kunin's Sunday afternoon show "Debut" over KCOP, which auditions and features singers and musicians of serious music, has been renewed for an additional 13 weeks. Starting with the May 9 broadcast, when the program switches from 4:30 to 6:30 p.m., an orchestra consisting of musicians averaging 20 years of age, will be conducted by Robert LaMarchine, brilliant young cellist with the L.A. Philharmonic. He will accompany artists who will be competing for the 1,000-dollar cash scholarship prize. Guest Judges will include Franz Waxman, Johnny Greene, Gregor Piatigorsky, Amparo Iturbi, Joseph Szegeti, Henri Temianka and William Hartshorne.

☆ ☆ ☆

..LOTSA DOTS . . . Producer Jack Hurdle will audition a radio version of "The Honeymooners," starring Jackie Gleason and Audrey Meadows, for a national advertiser late this week. . . . . Publisher Sidney Mills, the one-man committee, has sold over 150 tix to music pubs, contactmen and songwriters, to honor Russ Morgan on his 50th Birthday, Thursday at the Astor Hotel.

Universal to Unveil 'Obsession' Tonight In Gala Premiere

Industry leaders and personalities plus civic officials are expected to attend tonight's premiere of Universal-International's "Magnificent Obsession" in Technicolor at the Loew's 72nd Street Theatre here.

In attendance will be Barbara Rush, who is co-starred in the film; Milton R. Rackmil, president of Universal; Alfred E. Daff, executive vice-president and Charles J. Feldman, vice-president and general sales manager, will head the list of Universal executives on hand to welcome industry leaders, who are scheduled to include Spyros Skouras, James R. Grainger, Albert Warner, Sol Schwartz, Harry Kalmine, Harry Brandt, William Brandt, Walter Reade, Jr., Louis Schine, Matty Fox, Al Lichtman, Charles Reagan, E. L. Fabian, W. C. Gehring, N. B. Spingold, Russell Downing, Tom Connors, Robert M. Weitman, Rube Jackter, Ned E. Depinet, Charles Einfeld, Gerald Shea, J. Robert Rubin, George Skouras and Leo Brecher.

Refugees Invited

Also present will be Mr. and Mrs. Valeriu Georgescue and their two sons, the latter recently arrived in this country after they were released from Rumania as the result of a personal letter sent by President Eisenhower requesting their liberation.

Among the personalities who were invited to attend are Ezio Pinza, Jack Palance, Arlene Dahl, Rita Gam, Dave Garroway, Bert Lahr, Arlene Francis, Patrice Munsel, Eva Gabor, Tex and Jinx McCrary, Guy Lombardo, Maggi McNellis, Fran Warren, Bobby Sherwood, Hurd Hatfield, Lisa Ferraday, Henny Youngman, Janis Carter, Morey Amsterdam, Monica Lewis and Roddy McDowall.

80-Theatre Booking For AA 'Riot' Here

Allied Artists' "Riot in Cell Block 11" will have an 80-theatre saturation campaign in the New York area starting May 5. General sales manager Morey Goldstein said that the bookings consisted of 28 RKO neighborhood houses, 15 Skouras theatres, eight Century, eight Randforce, four Brandt and a number of independents.



COMPARE THE FARE AND YOU'LL GO BY AIR

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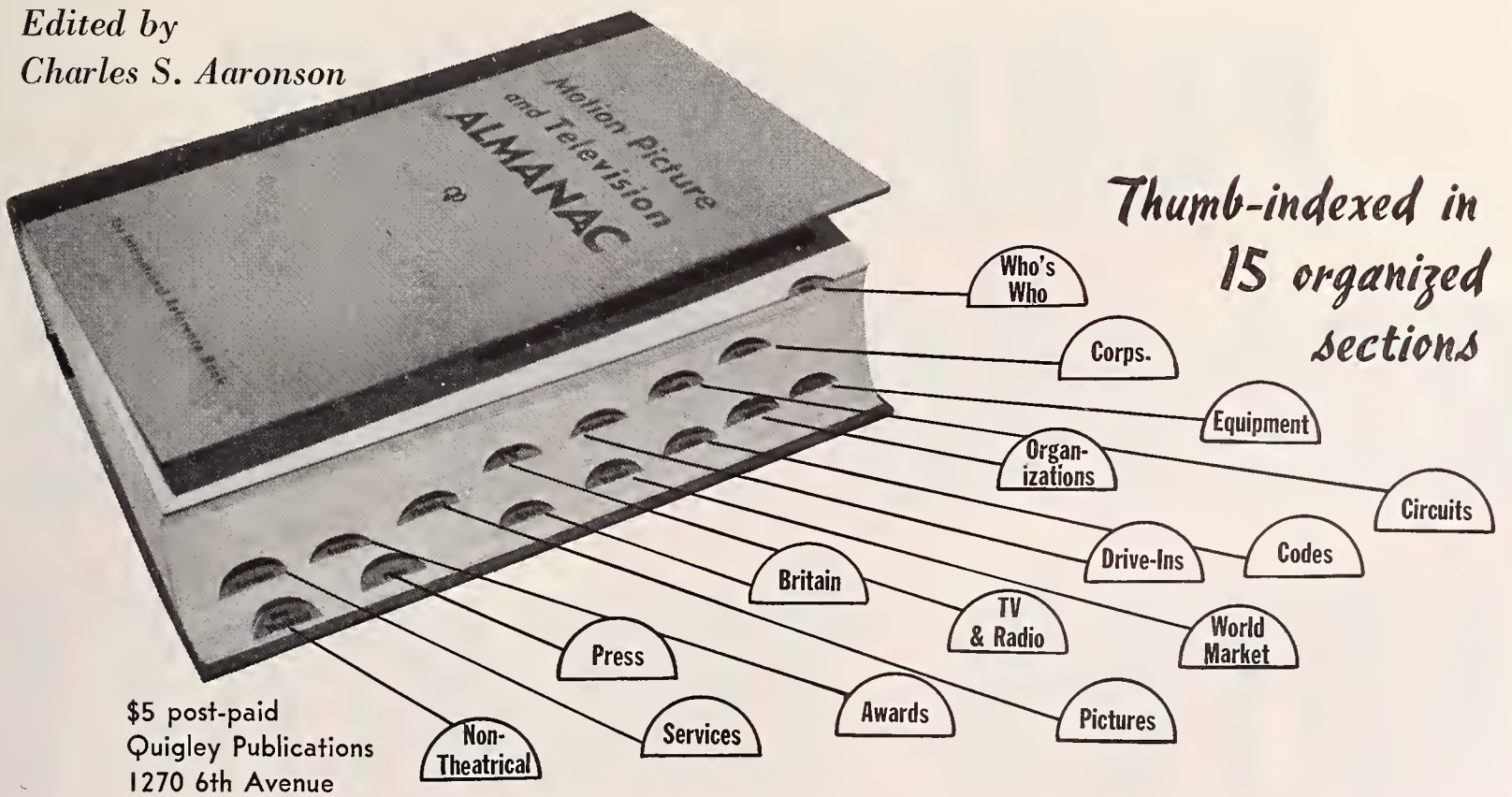
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Edited by
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Motion Picture and Television ALMANAC

"ELEPHANT WALK" STAMPEDES BROADWAY! DEMOLISHES EVERY PARAMOUNT RECORD FOR THE ASTOR THEATRE!



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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 80 NEW YORK, U. S. A., TUESDAY, APRIL 27, 1954 TEN CENTS

New Project

Industry Mulls Sponsoring TV Of '55 'Oscars'

MPAA Ad-Publicity Unit To Report on Thursday

The question of whether the motion picture industry should underwrite the telecast of next year's Academy Award ceremonies will be explored here at Thursday's meeting of company presidents, which will convene at a board of directors meeting of the Motion Picture Association of America.

This was learned here yesterday following a meeting of MPAA's advertising and publicity executives' committee. The group discussed the possibility after being informed that the contract of Oldsmobile, the sponsor

(*Continued on page 7*)

V. V. Demonstration Attracts Leaders

Representatives of all branches of the film industry, drawn from many sections of the country, will gather at the Radio City Music Hall here this morning to witness the East Coast demonstration of VistaVision, Paramount's new high-and-wide-screen photographic and presentation process.

Arrivals from Hollywood yesterday for the demonstration included Y. Frank Freeman, vice-president in charge of Paramount studios; Loren L. Ryder, head of research for Paramount; Dr. Charles Daily, technical expert and assistant to Ryder; Dr. Herbert T. Kalmus, president and general manager of Technicolor, Inc.,

(*Continued on page 6*)

Columbus 1st-Runs Restore Old Scale

COLUMBUS, O., April 26.—Three of the four downtown first-run houses here have returned to their pre-tax cut admission rates after several weeks of partially-reduced prices. Five-cent cuts have been restored at the RKO Palace, Loew's Ohio and Loew's Broad. RKO Grand continues with the reduced scale. All local downtown and neighborhood houses are now showing CinemaScope features at regular price scales.

Goldstein and UA Complete Deal for 10 Films in Year

Completion of an agreement whereby Leonard Goldstein will produce 10 pictures for United Artists release during the next year was announced jointly yesterday by Goldstein and Robert Benjamin, UA board chairman. The deal is reported to represent an estimated negative cost of more than $10,000,000 and was negotiated by Goldstein, Benjamin and Gordon Youngman, attorney for the newly formed Leonard Goldstein Productions.

Joining Goldstein, whose production record is 70 pictures in the past six years, will be Robert Jacks, vice-president of Panoramic Productions,

(*Continued on page 6*)

Nominate 10 for 20th Board: Elect May 18

Ten nominees have been designated for election as directors of 20th Century-Fox at a stockholders' meeting to be held May 18 at the New York offices of the corporation. Nominated for election as directors are: L. Sherman Adams, retired trustee of Massachusetts Investors Trust; Colby M. Chester, honorary chairman and director of General Foods Corp.; Robert L. Clarkson, chairman of the board of American Express Co.; Daniel O.

(*Continued on page 6*)

Important to Industry

High Court to Decide on Legitimate's Trust Status

WASHINGTON, April 26.—The Supreme Court agreed to decide whether legitimate theatres are subject to the anti-trust laws. The court's decision conceivably could have important ramifications on the motion picture industry.

At the same time, the high court turned down a request from Charles Chaplin for a ruling that he could not be held as a defendant in a $616,550 damage suit brought against Mary Pickford, himself, United Artists and other defendants.

The legitimate theatre case involves a government anti-trust suit against the Shubert Brothers and Marcus Heiman, alleging a conspiracy to monopolize the legitimate theatre business in 11 major cities.

Judge Knox in New York District Court threw out the suit, claiming that under the Supreme Court's baseball decision, legitimate theatres are not subject to the anti-trust laws. The Justice Department then appealed the case, arguing that the courts have sustained parallel charges against motion picture theatre owners. Rep. Celler (D., N. Y.) has said the Knox decision raises the question of whether the motion picture industry or any

(*Continued on page 7*)

WB Unveils Product Line-up to 7,500

An estimated 7,500 exhibitors, circuit buyers and representatives of the press attended yesterday's Warner Brothers' specially filmed report on upcoming product in selected theatres in 32 key cities. All the scenes from forthcoming pictures were in CinemaScope, highlighting Warner's use of the medium.

Locally, the preview of Warners' picture line-up, held at the RKO 86th Street Theatre, attracted many industry executives. Scenes from such productions as "Lucky Me," "Ring of Fear," "A Star Is Born," "The High and the Mighty," and "King Richard and the Crusaders" were also included in the presentation.

Jack L. Warner, vice-president in charge of production, who acted as narrator in the film, mentioned many of WB's new properties. He included John Steinbeck's "East of Eden," Agnes Sligh Turnbull's "The Gown of Glory," "Helen of Troy," Edna Ferber's "Giant," Herman Melville's "Moby Dick," William Faulkner's

(*Continued on page 3*)

Hearing Friday on Ohio Censor Law

COLUMBUS, April 26.—Judge Ralph Bartlett of the Franklin County Common Pleas Court today set Friday, April 30, for a hearing on the petition for an injunction restraining the Ohio Censor Board from further operations.

The petition was brought by RKO Radio Pictures, Horace Adams, Cleveland, president of the Independent Theatre Owners of Ohio; Martin Smith, Toledo, former ITOO president, and the Independent Theatre Owners of Ohio. Smith and Adams acted in individual capacities as theatre owners.

The petition says the U.S. Supreme

(*Continued on page 6*)

SCTOA TO PASS UP FINANCIAL CONTRIBUTIONS TO COMPO

HOLLYWOOD, April 26.—As an organization, the Southern California Theatre Owners Association will not make any financial contribution to the Council of Motion Picture Organizations, it was disclosed here in a bulletin by Harry C. Arthur, Jr., SCTOA chairman.

The bulletin expressed appreciation of COMPO's efforts, apparently referring to the successful campaign against the Federal admissions tax. It added that some SCTOA members have made contributions to the all-industry organization independently.

The bulletin continued, in part, "(The) association would have liked to have shown its appreciation in a monetary way by making a contribution to COMPO; unfortunately, the association is financially unable to do so." Addressing its membership, the bulletin added, "We do not wish to presume to suggest what you should do in the matter of making a contribu-

(*Continued on page 3*)

Compo Surprised At SCTOA Statement

A spokesman for the Council of Motion Picture Organizations expressed surprise at the announcement of the Southern California Theatre Owners Association that as an organization, SCTOA will not contribute financially to COMPO.

The COMPO spokesman pointed out that industry organizations, as such, have never contributed to COMPO. The only exception, he added, was the Theatre Equipment Dealers Association. All other contributions to underwrite the work of COMPO, he pointed out, came from individual assessments on exhibitor owners and film producer-distributors.

Favor States' Right To Enact Censorship

WASHINGTON, April 26.—The National Council of Catholic Men has approved a resolution that states have the right to enact legislation requiring the regulation of motion pictures in accord with Christian moral principles. The Council held a three-day meeting here.

Personal Mention

NORTON V. RITCHEY, president of Allied Artists International Corp., returned to New York yesterday from London

•

CEDRIC FRANCIS, head of Warner Brothers studio short subjects department, became a father for the second time when MRS. FRANCIS gave birth to a son at Santa Monica Hospital.

•

MYER S. FINE, president of Associated Theatres Circuit, Cleveland, has been named to the board of directors of D. & C. Navigation Co., of that city.

•

ERROL FLYNN will leave here today for London on a B.O.A.C. Monarch. H. T. BROMHAGE, editor of Gaumont British Newsreel, will arrive here today, also via B.O.A.C. Monarch.

•

SYLVIA BARBARA STERNBURG, daughter of ROBERT M. STERNBURG, New England Theatre district manager, is engaged to marry GEORGE SPOLL, of Mt. Vernon, N. Y.

•

WILLIAM B. ZOELLNER, head of M-G-M's shorts and newsreel sales, will leave Des Moines tomorrow for Indianapolis.

•

FRANK KASSLER, president of Continental Distributing, Inc., and MRS. KASSLER, will leave here shortly by plane for England and the Continent.

•

HOWARD G. MINSKY, Paramount Pictures Mid-East division manager, has arrived in New York from Philadelphia.

•

CAROL SHOHET, daughter of FRED SHOHET, Universal - International salesman, has been married to DAVID ZWEIG, of Winthrop, Mass.

•

EMERY AUSTIN, head of M-G-M's exploitation department, will leave Dallas today for Los Angeles.

•

JAMES WOLCOTT, executive vice-president of Pathe Laboratories, will leave here today for Cleveland.

•

HAROLD MIRISCH, Allied Artists vice-president, has returned to Hollywood from England.

•

JOE PHILLIPS has been named city manager for the Turner and Joy theatres in Ashburn, Ga.

•

AL FOURMENT has been named manager of the Starlight Drive-in Theatre, Wauchila, Fla.

SIMPP's Faris Back From European Tour

HOLLYWOOD, April 26.—Marvin Faris, executive secretary of the Society of Independent Motion Picture Producers, returned at the weekend from a five-week tour of Europe as representative of president Ellis Arnall, for whom he is making a report on his visits with government officials in Great Britain, France, Italy, Germany and Spain.

More Showmanship, Too

Columbus Critic Sees Films At Higher Quality Level

COLUMBUS, O., April 26.—Commenting on a survey by the Independent Theatre Owners of Ohio revealing that there are 396 fewer theatres in Ohio today than there were six years ago, Norman Nadel, theatre editor of the Columbus "Citizen," said:

"Despite television, a number of movies have had, and are having, higher incomes than in pre-television days, bearing out a trade conviction that a good movie will draw, regardless of other circumstances. Not as many movies are being made as was the case a half-dozen years ago, but the quality level is considerably higher."

Nadel said that audiences are becoming selective. They don't just "go to the movies." He said the "smart theatre operator is advertising more extensively, more intelligently and more attractively. He has added CinemaScope, stereophonic sound, air conditioning and every possible means of making his product more attractive. The competition of television has made him work harder to attract and hold his customers."

"As for the pictures, they tend to stay around longer if they're really good—by audience standards. In the latter half of 1953 and so far in 1954, Columbus first run theatres have played more and longer holdover engagements than in any comparable period." He cited the six and a half week's run of "The Living Desert" at the World, the five weeks' run of "The Captain's Paradise" at the same theatre and three-week runs of "From Here To Eternity" and "Knights of the Round Table" at Loew's Ohio and similar runs of "How To Marry A Millionaire" and "House of Wax" at the Palace. "The Robe" did five weeks at the Broad.

New Cinema Lodge Officers In Today

New York's Cinema Lodge B'nai B'rith will install its officers for the coming year at an installation luncheon at the Hotel Astor today.

Principal speaker will be Louis A. Novins, Paramount Pictures executive and former director of the Eastern Regional Anti-Defamation League office.

Officers to be installed are Burton E. Robbins as president; Marvin Kirsch, Milton Livingston, Sol Risner, Norman Robbins, Cy Seymour, Robert K. Shapiro, Max Youngstein, Al Wilde, Jack Weissman and Lou Wolff as vice-presidents; Jack Hoffberg, treasurer; David Kelton, secretary; Martin Levine, chaplain, and Max Blackman, Julius Collins, Harold Danson, Moe Kove, Joseph Maharam, Louis Novins and Arthur Schwartz as trustees.

Levey Sets Canadian Deal for 'She Wolf'

Upon his return from Toronto, independent producer Jules Levey announced that he had concluded a deal with Independent Film Distributors for the distribution of "The She Wolf" in Canada. Levey owns the Western Hemisphere rights to the picture which stars Kerima and which is now in its 10th week at the World Theatre here.

Jerome Horwin, 49

HOLLYWOOD, April 26.—Writer-producer C. Jerome Horwin, 49, died at the weekend at Cedars of Lebanon Hospital after a cerebral hemorrhage. Horwin wrote the screen plays for "Rose of Washington Square," "Stormy Weather" and "Gold Diggers." He was associated in recent months with the Ingo Preminger Agency, which represents writers and television players.

Church Warned on Chaplin Film Show

MEMPHIS, April 24.—Chief censor Lloyd T. Binford said at the weekend that the First Unitarian Church will "violate the law" if it shows a Charlie Chaplin film as planned.

The church announced that in its "film treasure chest" series, one of the old "classics" of the Chaplin art of pantomine, his burlesque of "Carmen," would be presented. There would be a charge of 50 cents.

Four years ago the censor board banned the showing of Chaplin films in Memphis.

Lawrence Joseph, church treasurer, said showing of the Chaplin film would be delayed until the pastor and church board screened it. "If there is nothing objectionable," he said, "we will schedule the picture. We will charge admission to be sure we come under the ordinance. I don't believe anything will be done. I think City Hall would just laugh the matter off."

World Distribution Set for 'Mathias'

HOLLYWOOD, April 26.—Allied Artists president Steve Broidy today signed contracts for the handling of the world distribution of "Bob Mathias Story," which starts production May 24 in Mathias' home town, Tulare, Calif., with production financing underwritten by the Olympic decathlon champion's fellow townsfolk.

Ewin Here from UK

Douglas A. C. Ewin, manager of the Savoy Theatre, Stourbridge, England, and a winner of the Associated British Cinemas, Ltd., champion manager's contest, planed in yesterday morning for a two weeks' holiday in the United States. While in this country his hosts will be the officials of Stanley Warner Corp. who are arranging his itinerary and entertainment.

Devaluation of Peso Hits U. S. Grosses in Mexico Situations

Devaluation of the Mexican peso is expected to have a marked effect on remittances to U. S. distributors. Under the new set-up there, it will take 12.50 pesos to the American dollar as compared to the former rate of 8.65 pesos.

Despite governmental fixed box office prices, U. S. companies have been remitting from Mexico about $4,500,000 a year and under the new currency rates, the distributors will receive some $1,500,000 less, it is estimated.

UA to Release 4 Pictures in May

Four productions will be released by United Artists in May, William J. Heineman, UA vice-president in charge of distribution, announced yesterday.

They include "The Long Wait," "Witness to Murder," "The Yellow Tomahawk" and "Captain Kidd and the Slave Girl." The latter two are in color by Color Corporation of America.

No Allocation of Five Japan Permits

The five-and-a-fraction Japanese permits will not be allocated among member companies of the Motion Picture Export Association it was learned here yesterday.

The fractional permits, long a subject of discussion at MPEA meetings, will be allowed to be freely traded among member companies. This status was reached following another unsuccessful meeting of MPEA, held on Friday.

Morris Fallick

Funeral services were conducted Sunday morning in New York for Morris Fallick, father of David Fallick, of the law firm of Sargoy & Stein, who died Saturday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"ROSE MARIE"
starring
Ann BLYTH Howard KEEL Fernando LAMAS
in CinemaScope
Photographed in EASTMAN COLOR
An M-G-M Picture — and the MUSIC HALL'S GREAT EASTER STAGE SHOW

CINEMASCOPE
"Lucky Me" in WARNERCOLOR
IT STARS DORIS DAY ROBERT CUMMINGS PHIL SILVERS
PARAMOUNT TIMES SQUARE

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WB Product

(*Continued from page* 1)

"Land of the Pharaohs," and "Daniel Boone."

In summing up the film report, Warner said, in part, "Each and every one of the productions in this program was chosen by us in the conviction that great books, great plays, and great stories make great motion pictures. We are dedicating all of our talent, and putting all of our resources behind these properties to give the greatest entertainment to our world-wide audiences."

Among those who attended yesterday's special screening here were:

Ben Kalmenson, vice-president of Warner Brothers in charge of distribution; Sam Rosen, vice-president of Stanley Warner Theatres; Monte F. Gowthorpe, president of Butterfield Theatres; H. E. Stucky, film buyer and booker for Butterfield Theatres; Roy Haines, Warner Brothers Western division sales manager; Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager; John F. Kirby, Warner Brothers Southern division sales manager; Wilbur Snaper, Allied Theatres of New Jersey; Mike Edelstein, RKO division manager; Jay Golden, RKO Theatres; Pete Gage, Walter Reade Circuit; Morris Lane, Lane Theatres; Norman Ayers, Warner Brothers Eastern district manager; Ben Abner, Warner Brothers Metropolitan branch manager; Harry Mandel, publicity and advertising director RKO Theatres; Sam Rinzler, Randforce Circuit; Sidney Gottenberg, Cosmo Theatre; Sam Einhorn, Rosenblatt and Welt.

WARNER REPORT IS SCREENED



Large attendance of exhibitors, circuit buyers, bookers and press representatives greeted Jack L. Warner's specially filmed CinemaScope and WarnerColor presentation of the Warner Brothers Burbank Studio's production plans of the future, held yesterday at the RKO 86th Street Theatre locally. Thousands more turned out for similar screenings of the presentation held in selected theatres in 36 key cities over the country. Above (left to right) are M. F. Gowthorpe, president of Butterfield Theatres; Ben Kalmenson, Warner Brothers vice-president in charge of distribution, and Sam Rosen, vice-president of Stanley Warner Theatres.

SCTOA

(*Continued from page* 1)

tion to COMPO. However, if you do feel so inclined, it would be a very nice gesture to send them a contribution in view of COMPO's outstanding achievement for the benefit of all exhibitors."

At the same time, Arthur sent members a copy of a letter from him to 20th Century-Fox president Spyros P. Skouras, reiterating SCTOA's position on magnetic stereophonic sound. Arthur, claiming only the general public can demonstrate the demand for stereophonic sound, urged 20th-Fox to leave it to the exhibitor to judge whether or not to employ stereophonic sound. Arthur, referring to the projected 20th-Fox conducted tests on stereophonic sound versus single-track optical sound, claimed that as long as the exhibitor, rather than the public, is the guide, the tests could not serve as a good guide.

Warner Presentation Liked in Kansas City

KANSAS CITY, April 26.—The CinemaScope screen presentation of Warner Brothers new productions and prospectus by Jack Warner at the Plaza Theatre this morning drew a large attendance of circuit representatives and exhibitors, including several from distant points. Dominant in the comments were pleasure over the quality of trailer samples and satisfaction over the quantity and type of pictures in production.



Now it came to pass that Seventeen bethought Prince Valiant such a merrie film that it proudly dubbed it May Picture-of-the-Month, bespeaking such words of praise that fair teen-age maidens by the million and their swains shall verily seek it for their revelry eftsoon.

The magazine that sends girls and their friends and their families to more movies. seventeen

ONLY A GANGSTER KILLER KNEW THE SECRE

HERBERT J. YATE

DOROTHY
STEPHEN

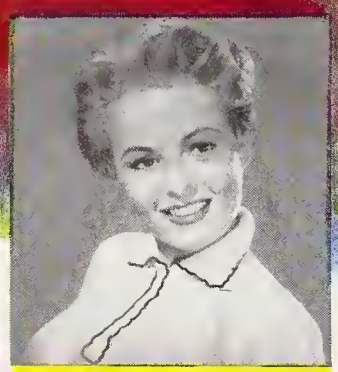
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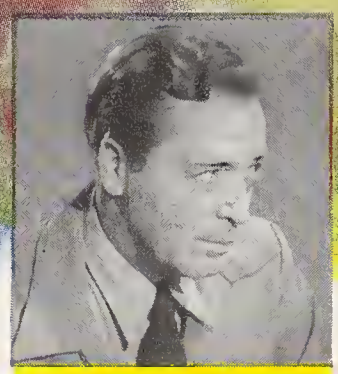
DOROTHY McGUIRE
as Chris...beautiful, fear-ridden, in a mental fog, terrified by a man out of her past.



STEPHEN McNALLY
as Steve...a gangster killer, more deadly because he can be charming.



MARY MURPHY
as Randy...lovable, wholesome, in love with love and a wonderful world.



JOHN HOWARD
as Josh...a young archaeologist, his love for Chris has come too late to help her.



EDGAR BUCHANA
as Sheriff Lafe...last of t
old Western breed.

OF HER PAST!

presents

McGUIRE McNALLY

ste Live

with

MARY MURPHY · EDGAR BUCHANAN

Screen Play by **WARREN DUFF** · Based on the Novel by **THE GORDONS**

Associate Producer-Director **WILLIAM SEITER**

A REPUBLIC PICTURE



ON HAGERTHY

Hack...an engaging young esterner, overwhelmingly in e with Randy.

At U-I's 'Magnificent Obsession' Preview







UNIVERSAL-International's "Magnificent Obsession," with color in Technicolor, starring Jane Wyman and Rock Hudson and co-starring Barbara Rush, was given a gala invitational press preview at Loew's 72nd Street here last night before more than 2,500 press representatives, industry leaders and entertainment industry personalities. Among those who were present at the event were (left to right) first photo: Ray Moon, assistant general sales manager of Universal, and Walter Reade, Jr., circuit head. Center photo: Milton R. Rackmil, president of Universal; Barbara Rush, co-starred in the picture; Alfred E. Daff, executive vice-president and Charles J. Feldman, vice-president and general sales manager. Right photo: Wilbur Snaper, circuit executive and president of the Allied Theatre Owners of New Jersey, and Rita Gam.

VistaVision

(*Continued from page* 1)

and Charlton Heston, who will star in the VistaVision production of Cecil B. DeMille's "The Ten Commandments."

Barney Balaban, president of Paramount Pictures and VistaVision demonstration host, will open the proceedings with an introductory message. Freeman next will address the gathering, and will be followed by Ryder who will supervise the demonstration proper. On hand also will be Adolph Zukor, board chairman of Paramount; A. W. Schwalberg, president of Paramount Film Distributing Corp.; Paul Raibourn, Paramount vice-president; Hal Wallis and George Seaton.



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20th-Fox Board

(*Continued from page* 1)

Hastings, attorney associated with Hastings, Lynch and Taylor; Robert Lehman, partner in Lehman Brothers; Kevin C. McCann, president of Defiance College.

Also William C. Michel, executive vice-president of 20th Century-Fox; B. Earl Puckett, chairman of the board of Allied Stores Corp.; Spyros P. Skouras, president of 20th Century-Fox, and Gen. James A. Van Fleet, U. S. Army, Retired.

Goldstein

(*Continued from page* 1)

and Robert Goldstein, who is currently in Europe producing a picture. They will serve as production associates in Goldstein's new independent company.

Eight of the planned films will be in color; all will utilize top stars, directors and writers, Goldstein said. The new company is scheduled to start operation about May 5 when "Hawk of the Desert," the last of the 10 Panoramic Productions, will be completed for 20th Century-Fox.

Ohio Law

(*Continued from page* 1)

Court's recent decision makes the Ohio censor law unconstitutional, therefore the Ohio board is without authority to censor, ban or order eliminations from films. The petition further claims the censor board has usurped the legislative power of the state by creating standards other than those established by Ohio law.

The petition claims the administrative costs of the board are being paid illegally from funds obtained by a levy of $3 per reel censor fees, which the petitioners declare is, in fact, a tax. The petition states the Ohio censor law constitutes a prior restraint repugnant to the First and Fourteenth amendments to the Constitution.

The petition asks "temporary restraining order from further levying, collecting or disbursing of the tax until the legal right to do so is established, and that upon trial of injunction it be made permanent."

Review

"Dial M for Murder"

(*Warner Brothers*)
(3-D)

A NEAT murder mystery is unfolded in "Dial M for Murder," the screen adaptation of the legitimate play which had a successful run on Broadway and in London. One scene, the sequence of the killing, is a thriller, enhanced by the 3-D effect of a hand reaching out into the audience. On the whole though, this is not a "shock" or a "horror" film, but a murder mystery in the sophisticated vein, with the audience matching wits with the culprit, the police and the amateur sleuth.

It is all done under the skillful direction of Alfred Hitchcock, with Ray Milland, Grace Kelly and Robert Cummings playing the leading roles. The star combination, Hitchcock's name, in addition to the Broadway popularity of the play, should register well at the box-office. The 3-D process is utilized with restraint, never overriding the principal importance of the story. Another plus factor is the color by WarnerColor.

Unfortunately the story gets off to a slow, mild start, with a good deal of drawing room conversation, before the audience realizes the terror involved in all the polite talk. Once things get moving, however, the audience becomes trapped in the plot of Milland to kill his wife, Grace Kelly, and interest becomes heightened.

The story begins to unfold with the entrance of Cummings, a former swain of Miss Kelly. Cummings, an American writer of mysteries, returns to England after a year's absence to resume his relationship with Miss Kelly, or to persuade her to leave her husband, Milland. Initially, Milland appears in a sympathetic light, as the second fiddle in his wife's affections. But as the picture unfolds, Milland turns out to be an unscrupulous culprit who married his wife for her money and plans to kill her to collect the insurance. The means he contrives for commissioning the murder, the way his plot goes awry and is nearly successfully achieved, is an intellectual treat, to a large degree. An able assist in the role of Inspector Hubbard is offered by John Williams.

Others in the cast include Anthony Dawson, Leo Britt, Patrick Allen, George Leigh and George Alderson. The screen play was by Frederick Knott who also wrote the play.

Running time, 105 minutes. General audience classification. For release, May 29.

MURRAY HOROWITZ

Hollywood Cinerama Year Old Tomorrow

HOLLYWOOD, April 26. — This community on Wednesday will become the third metropolis in the nation to mark the one-year milestone for "This Is Cinerama," which on that day will pass the 12-month mark at the Warner-Hollywood Theatre.

The first anniversary will be commemorated with a series of special events which will include a luncheon to Merian C. Cooper, co-producer and co-director of the original Cinerama presentation, and a live radio-TV airing of Wednesday's ceremonies.

Always GOOD! Always ON TIME!

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FILMACK SPECIAL TRAILERS

1955 'Oscars'

(*Continued from page* 1)

of the recent telecast, is up for renewal shortly with the Academy.

It was decided to explore the question more fully and render a report to Thursday's meeting of company presidents. The cost to Oldsmobile, as a sponsor for the recent "Oscar" telecast, was estimated at between $275,000 to $300,000. The National Broadcasting Co., which carried the telecast, was reported to have paid the Academy $115,000 for the TV and radio rights.

Wiesenthal Dickers For TV Story Rights

HOLLYWOOD, April 26.—Negotiations between producer Sam Wiesenthal of Olympic Productions and Sylvia Kunin, whereby the former would acquire rights to base a picture on the idea of Miss Kunin's local TV show, "Debut," were announced here today.

The transaction would include Miss Kunin's services in the writing of a story concerning a pianist and a girl violinist. Wiesenthal plans to add this to his independent Olympic slate in which "Bitter Sage" and "Salt River," both based on Frank Gruber novels, are next, productionwise.

Heavy Call for TV Color Sets Starts

WHITE SULPHUR SPRINGS, W. Va., April 26.—The demand for color television sets will exceed the supply during 1954 and 1955, Joseph B. Elliott, executive vice president, consumer products, of the Radio Corp. of America, said here at the weekend at the convention of the American Association of Advertising Agencies.

"Just before I arrived at this convention I was told that our first production run of color television sets has been nearly sold out, less than a month after the opening of our commercial production line," Elliott said. "This news should dispel any doubts as to the immediate acceptance of color."

Continued production of the 15-inch RCA color set, he added, will be determined by future demand.

The public has bought approximately 29,000,000 television sets in the seven years since black-and-white television came on the market, Elliott said, and with the advent of color "we start all over again, for every family in the nation is a potential for color television receivers."

"But first we, the manufacturers, must do our utmost to start this new phase, and we are doing just that," he said. "The total of our production accomplishment is not yet in the millions, but I anticipate that the output of color sets will grow in the same proportion as did black-and-white television production."

HOWARD E. STARK
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RADIO STATIONS
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Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

WITH the resignation of Jack Rayel, executive producer Richard Pinkham of NBC-TVers "Home" and "Today," has named Richard Linkroum to be the producer of the former. Linkroum had served as radio director of "Arthur Godfrey & His Friends," "Jack Benny Show" and "Alan Young Show." Carl Lindemann, formerly associate producer on the "Kate Smith Show," moves over as unit manager succeeding John Green, who moves up to associate producer of "Home." . . . En route to the Coast for conferences and setting up of shooting schedules for telefilming "The CBSearch" series is producer Irving Gitlin. Program, tied up with American colleges and universities, deals with scientific research in the arts and medicine. . . . Prexy Milt Rackmil of UI believes in promotion of all kinds and has signed Rhonda Fleming to warble solo on Coral Records (subsidiary of Decca). Incidentally, Jeff Chandler, with whom Rhonda co-stars in "Yankee Pasha," also is heard on records.

☆ ☆ ☆

The splendid job he's been turning in as "host" on Eddie Fisher's thrice weekly "Coke Time" NBC-TVehicle has earned Freddie Robbins a new contract. Skedded for four programs to originate on the Coast June 16-18-23-25, Jack Beekman has made a deal whereby Freddie will be the subject of several color tests at Universal International studios for a forthcoming wide screen flicker. . . . Jane Wyatt will move her family to the Coast now that she's been signed for the female lead opposite Robert Young in a new TV series. . . . Walt Framer is re-packaging his production, "Make a Million," which is a satire of all quiz shows. Emcees being considered for it include Jack E. Leonard, Phil Foster and Lee Tully (new sensation of the Borscht and Caribbean cruise circuits). . . . The Wilbur Stark-Jerry Layton clickle for American Chicle, "Colonel Humphrey Flack," moves from Saturday at 10:00 p.m. to Friday at 10:30 p.m., picking up five additional "live" outlets on the Du Mont net, including Cincinnati, Minneapolis, Chicago, Peoria and Atlanta. This hilarious situation comedy stars Alan Mowbray supported by Frank Jenks.



Freddie Robbins

☆ ☆ ☆

Walt Disney will build Disneyland, whence his programs will originate, ABCommencing in October, within a radius of 15 miles of Los Angeles. Tentatively skedded for early Wednesnite telecasts, Disneyland will contain an exact replica of a Mississippi River steamboat, a complete Indian village, an early American Western fort, Snow White's cottage, "Fantasialand" and other settings made famous by W.D. . . . After about three years "on the road," sojourning at the luxurious 16-room suite located at Vanderbilt Ave. at 42nd St. and currently at the CBStudio Building on W. 57th St., CBS-TV press department will return (possibly next month) to its original quarters at 485 Madison Ave. . . . "Rural Review," the 15-minute public service series of 52 telefilms which went into production yesterday for the Princeton Film Center, scheduled to be shown TVia 200 stations by early September, will be released at intervals, coinciding with seasonal weather changes so that the Texas cattleman may see what he wants while the New Jersey truck farmer sees via his local outlet, what is vital to his interests.

☆ ☆ ☆

Bob Hope will be the guest on Jack Benny's last television CBShow of the season, May 23. . . . Program director Asa Bushnell of the NCAA and ABC exec veep Robert H. O'Brien, last Friday signed a pact which gives ABC exclusive rights to telecast its pick of 12 of next season's 447 football games starting Saturday, Sept. 18, thru Dec. 4. . . . CBS photographer Jerry Urgo is a father again. Yep, his fifth, seven-pound Gerard Michael, was born yesterday. . . . Liberace, who has already donated all of his profits from his three concerts at Chicago, Milwaukee and Pittsburgh to the National Polio Fund, will likewise turn over his forthcoming Hollywood Bowl concert money. . . . After nine weeks recuperating from surgery, Jerry Robinson returned to his chores as producer of the CBS-TV series, "Man Behind the Badge."

High Court

(*Continued from page* 1)

other entertainment industry is any longer subject to the anti-trust laws.

The Shubert case will not be heard until this fall, since the court is not scheduling any additional arguments before it recesses for the summer.

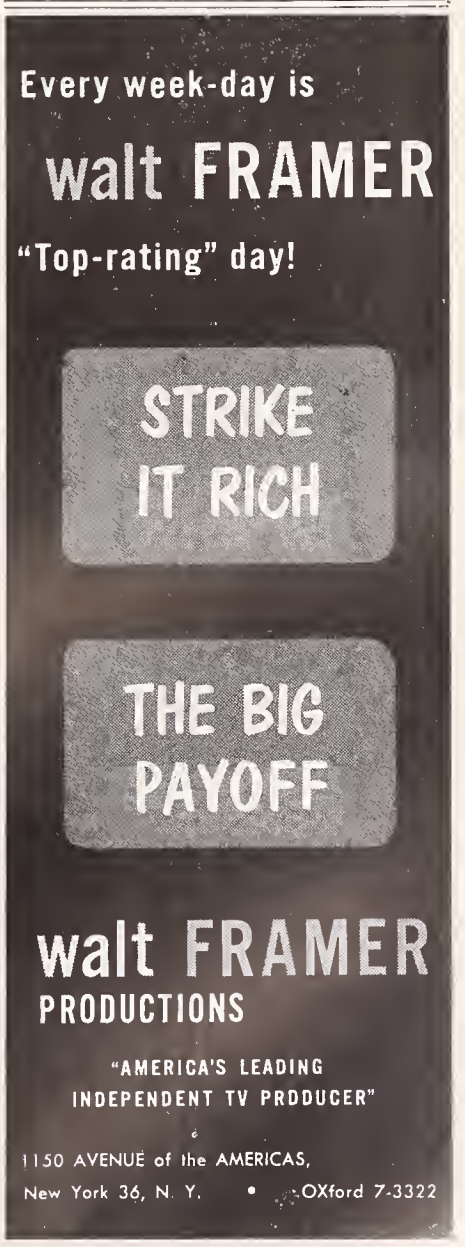
The Chaplin case grew indirectly out of another case—a suit filed by Miss Pickford in February, 1951, seeking to collect $13,450 loaned to Max Kravetz. This suit was filed in New York State courts. Kravetz brought a countersuit for $616,550 damages, naming a long list of defendants, including Chaplin. He claimed the money was due him for services and as damages for a conspiracy to injure him.

The two cases were later switched to New York Federal District Court, and Chaplin claimed that the court had no jurisdiction over him and that he was never properly served with a complaint or summons. The Second Circuit Court of Appeals ruled against him, however, and the high court today refused to review that ruling.

100 N. Y. Subsequent Runs Book 'Desert'

Walt Disney's "The Living Desert," will be presented simultaneously in more than 100 neighborhood houses throughout the New York metropolitan area beginning May 2.

This marks the first showing of the film at regular admission prices since its 14-week engagement at the Sutton Theatre here. In support, is the 20-minute cartoon, "Ben and Me."



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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 81 NEW YORK, U. S. A., WEDNESDAY, APRIL 28, 1954 TEN CENTS

VISTAVISION IMPRESSES ALLIED

VistaVision was described as the "finest wide screen presentation of motion pictures from the standpoint of definition and clarity that we have seen thus far" by the "watchdog committee" of Allied States Association following the demonstration here yesterday. The committee, set up to probe new media, consists of Wilbur Snaper, Sidney Samuelson and Irving Dollinger, who were accompanied by president Ben Marcus and general counsel Abram F. Myers.

"In addition to the superior quality of the pictures, we were pleased by the emphasis placed by all the speakers on the exhibitors' option to play VistaVision with the standard optical sound for which all theatres are equipped or with the new Perspecta sound, with which the prints will be compatible, in the uncontrolled discretion of the exhibitors," the committee announced. The group also said it was impressed with the "compatibility of VistaVision with standard projection now in use and its flexibility in accommodating the picture to the size of any screen now in use or which may be installed."

Film and Equipment Exports by the U. S. Increased in 1953

WASHINGTON, April 27.—U. S. exports of motion picture films and equipment in 1953 were up sharply over 1952 and were at the highest level since the peak year of 1947, the Commerce Department reported.

Film chief Nathan D. Golden said the total value last year amounted to $29,352,273, a 14 per cent increase over the 1952 exports of $25,692,819. The 1947 figure was $31,547,567.

Sharpest increase came in shipments of rawstock. Shipments of exposed feature films were up in value but down in terms of linear feet. Shipments of projectors were up in number but down in dollar value. Exports of cameras and other equipment rose.

Exports of exposed feature films, both 35mm. and 16mm., totaled 303,351,452 linear feet valued at $10,188,253 last year, compared to 305,866,735 feet valued at $9,681,480 in

(*Continued on page* 6)

Administrators of Italian Code Named

By ARGEO SANTUCCI

ROME, April 27.—Panfilo Gentile, Italian journalist and political commentator, today was named president of the administration committee for the Italian production industry's new system of self-regulation.

Others named to the committee are: Francesco Carnelutti, a law professor; Emilio Cecchi, writer; Silvio D'Amico, stage critic, and Vincenzo Cardarelli, poet. All are well known in Italian cultural circles.

The production industry's self-regulatory system will become operative

(*Continued on page* 6)

Balt. Council Votes For New Censor Law

BALTIMORE, April 27.—By a vote of 17 to two, the Baltimore City Council favored a resolution calling for "stronger and more effective laws for the censorship of movies in Maryland." The action came after the Council's Ways and Means Committee returned a favorable report on the resolution following an open hearing yesterday afternoon.

The Council's position will now be made known to the legislative council where the matter will be given further study.

Chairman Sydney R. Traub of the

(*Continued on page* 5)

VISTAVISION WINS INDUSTRY APPLAUSE

U.K. Theatres On Upbeat

By PETER BURNUP

LONDON, April 27.—A reversal of the recent downward trend in theatre attendance of the past few years here is revealed in the Board of Trade "Journal's" quarterly report on industry statistics for the quarter ending Dec. 26, 1953.

During that period admissions totaled 305,773,000, a gain of .3 per cent over the corresponding quarter of the previous year.

The "Journal" comments that this is

(*Continued on page* 6)

Exhibitors Upheld on Carrier Complaint

ALBANY, April 27.—The Public Service Commission upheld the protests by Schine Circuit, Inc., Smalley Theatres, Dipson Theatres, Inc., and independent theatres at Potsdam, Canton, Lowville, and Gouveneur against a tariff filed by Smith & Howell Film Service, Inc., Syracuse, for a 10 percent increase on motion picture film and associated commodities between

(*Continued on page 2*)

3,500 See Demonstration Of Paramount System on 'Biggest' Theatre Screen

By MURRAY HOROWITZ

Paramount's VistaVision process was unveiled for the first time in the East at Radio City Music Hall yesterday morning, drawing applause from the estimated 3,500 exhibitors, industry executives and press representatives who crowded the Hall's orchestra and mezzanine for the show.

The demonstration was broken up into two parts, one reel comparing the old and new VistaVision method of photography on both large and small screens in varying shapes, while the second reel contained a series of scenes from upcoming VistaVision productions.

Highlighting the demonstration was a series of brief addresses by Barney Balaban, Paramount president; Y. Frank Freeman, vice-president in charge of the studio; Adolph Zukor, chairman of the board, and Loren L. Ryder, research director.

The screen utilized for the demonstration measured 70 feet wide and 39 feet high, and, according to Freeman, the VistaVision picture projected on it was "37 per cent larger than

(*Continued on page* 4)

For 'Important' Theatres

M-G-M Modifies Perspecta Policy for Films Abroad

M-G-M has modified its stand on the use of Perspecta stereophonic sound with regard to the exhibition of its pictures overseas. Whereas its previous policy was to require Perspecta on all pictures in all theatres, the new policy will require the system on its important pictures in all important theatres, while other theatres will be permitted to show all M-G-M pictures as they see fit. However, those theatres equipped for stereophonic sound will be protected with proper clearance.

This announcement was made yesterday by Morton Spring, first vice-president of Loew's International Corp. in charge of sales, who said:

"With M-G-M, Paramount and Warner Brothers employing Perspecta stereophonic sound on all their pictures, the opportunity is afforded

(*Continued on page* 5)

No Anti-Film Laws In Ariz., Mich., R. I.

WASHINGTON, April 27.—Three more state legislatures have adjourned without enacting laws injurious to the film industry, according to Jack Bryson, Motion Picture Association legislative representative. The three are Arizona, Michigan and Rhode Island.

Three legislatures — Massachusetts, Mississippi and New Jersey—are in session, with Louisiana scheduled to start its sessions early next month, Bryson said.

Highlights of VistaVision Show

The major highlights in connection with Paramount's VistaVision demonstration yesterday here at the Radio City Music Hall were the following:

¶ Emphasis that the system is designed for large, small and drive-in theatres.

¶ The system can be employed without any additional expenditures by theatres, provided that good projection equipment and good big-screens are already in use.

¶ The stress placed on clarity, brightness of the picture and the "flexibility" and "compatibility" of the system.

¶ Paramount will make anamorphic VistaVision prints available, too.

¶ The system's availability to other producers "without reservations."

Personal Mention

NAT LEVY, RKO Radio Eastern and Southern division sales manager, left here yesterday for Boston. He'll return Friday.

•

NAT A. TAYLOR, president of 20th Century Theatres, associated with Famous Players Canadian, and HARRY S. MANDELL, secretary-treasurer, with their wives, have left Toronto for Europe.

•

SHELLY SCIENCE, formerly of American Broadcasting Co., has been named assistant to BOB GILLERAN, manager of circulation promotion for MacFadden Publications.

•

CLARK RAMSAY, executive assistant to DAVID A. LIPTON, Universal Pictures vice-president, will arrive in New York today from Hollywood.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Pittsburgh today from New York.

•

RICHARD A. HARPER, M-G-M circuit sales executive, has returned to New York from Michigan.

•

BERT ENNIS, of Altec Service Corp., has returned to New York following a promotional trip in Pennsylvania.

•

FRANCES FARMER was married in Seattle to ALFRED H. LOBLEY, of that city.

•

PAUL G. GREGORY, producer, and CHARLES LAUGHTON will leave Hollywood for New York on May 10.

•

GEORGE NICHOLS, of the M-G-M studio publicity department, has arrived here from Hollywood.

•

GUY MITCHELL and ED JOY will leave here today for London via B.O.A.C. Monarch.

•

LOU IRWIN, agent, will arrive here today from the Coast.

•

EDGAR BERGEN is expected in New York today from the Coast via TWA.

Dinner for Shiffrin

ALBANY, April 27.—Industry friends tendered a farewell dinner last night to Saul Shiffrin, head booker and office manager of Columbia, who is resigning Friday to return to Newark. Shiffrin, stationed here for two years after serving with M-G-M in New Haven, is leaving the motion picture business. Harvey Appell and Herb Schwartz, Columbia salesman, were co-chairman of the dinner committee.

Roxy Dividend

Roxy Theatre, Inc., New York, yesterday declared a quarterly cash dividend of 37½ cents per share on outstanding preferred stock, payable June 1, to stockholders of record on May 17.

Wide Screen Without Special Lenses Is Claimed by Dutch

A demonstration of a Dutch invention which, it is claimed, presents wide-screen pictures without the use of any special lenses will be held here in the new future, according to the Netherlands Information Service.

Prof. A. Brouwer of the Oude Delft Optical Co., Delft, The Netherlands, is reported to have developed a system of anamorphic mirrors which has been given a worldwide patent under the name of Delrama.

Polygoon-Profilti, Dutch film company, it is said, has produced several short pictures in the process, one of which will be shown at the U. S. demonstration. The company is reported to be planning a number of features in the Delrama process and has applied for a worldwide copyright under the trade name Largoscoop.

Melvin Fox Sued by Reade Over Drive-in

PHILADELPHIA, April 27.—Walter Reade, Jr., yesterday filed suit in the United States District Court here against Melvin J. Fox, to restrain him from his alleged operation of the Roosevelt Drive-In Theatre near Trenton, and asking damages for alleged violation of an agreement not to engage in drive-in theatre operations in competition with its Lawrence Drive-In Theatre in Trenton.

The suit charges that Fox, who was originally a partner with Reade in the Lawrence Drive-In Theatre, agreed in October, 1950, when he sold out his Lawrence interests to Walter Reade Theatres, of which Reade is president, that he would not engage in the operation of any drive-in theatre within 10 miles of Trenton.

The court action further charges that subsequently Fox "did maliciously, wrongfully and with intent to injure and destroy the benefits obtained by the said plaintiff under and by virtue of said agreement, enter into the business of conducting a drive-in motion picture theatre known as the Roosevelt Drive-In Theatre, which is located within the restricted area."

Reade, in the suit, seeks a court order to restrain and enjoin Fox from engaging in the drive-in business within the 10-mile area, and asks that "the damages which the plaintiff has already suffered be ascertained and that plaintiff have judgment against the defendant for the amount thereof."

The suit was filed by Harry A. Rutenberg, Philadelphia attorney, for Reade.

Sauter to Paris

James Sauter, president of USO-Camp Shows, will fly to Paris this weekend for meetings with military leaders concerned with entertainment needs of Army and Navy personnel in Europe and North Africa. These meetings are preliminary to a USO-Camp Shows drive to recruit volunteers as well as commercially sponsored entertainment for these areas.

Branson Says RKO Foreign Grosses Up

RKO Pictures foreign earnings are running 10 to 12 per cent ahead of last year, Walter Branson, general sales manager in charge of foreign operations, said yesterday at a trade press conference, adding that the overall foreign business is steadily improving for U. S. distributors.

Recently returned from a five-week tour of Europe with visits to company offices in England, France, Germany, Switzerland and Italy where he screened latest RKO pictures and investigated exhibitor problems, Branson said that the German market within the near future will rank third among the European nations as a revenue producer for this country.



Walter Branson

The production trend at present, in Germany and in other European film centers, is steadily surging upward with allowances being made for dubbing of English sub-titles, Branson said. "The German industry is aiming for Latin American markets at present with eyes on the export of films to this country within the near future," he asserted.

Branson, when questioned about exhibitor reactions in Europe to the new film processes, generalized by saying that theatremen are "proceeding with caution" in installation of new equipment. However, he added, the operators are highly interested in the development of new equipment and are wondering about compatible methods for picture presentation.

UA Ending Second Regional Sales Meet

CHICAGO, April 27.—The second United Artists regional sales meeting in a series being held in connection with the company's 35th Anniversary will end tomorrow at the Blackstone Hotel here.

The three-day Chicago sessions were presided over jointly by vice presidents William J. Heineman and Max E. Youngstein and general sales manager B. G. Kranze.

Oscar Bloom, 60

CHICAGO, April 27.—Services were held here today for Oscar Bloom, 60, Columbia Picture Chicago sales manager, who died at Woodlawn Hospital late Sunday. He is survived by his wife, a son, daughter-in-law and grandchild. Burial will be in Indianapolis.

Otto Vonesh Dead

CHICAGO, April 27. — Otto F. Vonesh, 68, veteran motion picture operator, active in the industry for over 45 years, and last employed at the Starlite Drive-in, is dead here. He is survived by his widow, a daughter, and three sons.

Carriers

(*Continued from page* 1)

Buffalo, Albany, New York City and points along authorized routes.

The Commission did so by approving the recommendations of hearing examiner Morris Goldfarb that the proposed rates were not shown to be "just and reasonable" and should be canceled.

Testimony Taken Feb. 25

Goldfarb took testimony here on Feb. 25, from George McCrillis, a certified accountant, for Smith & Howell and Charles Levine, director of operations of the Schine Circuit, for complainants. Francis E. Smith, vice-president of the film trucking concern, acted as its attorney. Howard M. Antevil, Schine home office attorney, appeared for that organization; Leonard L. Rosenthal, Albany, for Smalley and other independents. Richard Kemper, Dipson zone manager, represented that circuit.

A lengthy memorandum by Goldfarb cited previous rate increases by Smith & Howell of: 10 per cent in the Albany area on Mar. 26, 1952; 10 per cent in New York and Buffalo areas on Jan. 12, 1953, and a 10 per cent system-wide hike, Aug. 2, 1953. He said that the respondent had failed to establish a decline in film traffic during the past year or the likelihood of such a decrease in the near future—which might justify an increase in rates. Instead, the record indicated that in 1953, its operating mileage was smaller, while the tonnage handled was greater than in the previous year, and that its operating ratio for 1953 "improved correspondingly."

I.C.C. Is Quoted

By respondent's own computations, based on rates now in effect, an operating ratio of 93.66 for the future year was indicated, Goldfarb wrote. This "compares favorably" with operating ratios heretofore "found reasonable" by the Interstate Commerce Commission and the Public Service Commission. Furthermore, this operating ratio would be improved "appreciably" if respondent's computations "had properly given effect to the eight per cent increase in its general commodities rates."

Memphis Church to Show Chaplin Film

MEMPHIS, April 27. — The First Unitarian Church here will show a Chaplin film Sunday at the church despite threats from censor Lloyd T. Binford that he would "send police" if it was shown. Censors have banned all Chaplin films in Memphis. Trustees of the church viewed the film and decided there was nothing morally wrong with it, and passed a resolution to show the film.

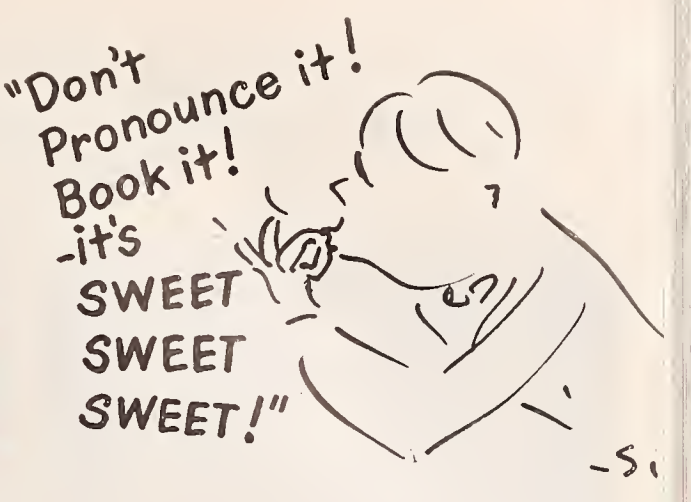
Said the resolution passed by the church trustees: "It is our feeling that a capricious and arbitrary censorship of all films on the basis of an objection to the personal character of individuals identified with the picture is, itself, morally wrong."

The film is an old Chaplin burlesque on "Carmen."

Binford said today the church action was "their business. I don't have anything to do with that."

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—★—

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At First Showing of VistaVision in East







VISTAVISION was demonstrated here yesterday morning by Paramount at Radio City Music Hall before several thousand persons from all branches of the industry and representatives of the press. Among those on hand for the Eastern unveiling of the new photographic and presentation process were (left to right): first photo, Russell Holman, Paramount Pictures Eastern production manager; R. J. O'Donnell of Interstate Circuit, Texas; Paul Raibourn, Paramount Pictures vice-president. Center photo: Arthur Rosen of Stanley-Warner Theatres; Hugh Owen, Paramount Eastern and Southern division manager; Samuel Rosen, executive vice-president of Stanley-Warner Theatres, and Y. Frank Freeman, vice-president in charge of the Paramount Studios. Third photo: Harry Kalmine, general manager of the Stanley-Warner Corp.; A. W. Schwalberg, president of Paramount Film Distributing Corporation, and George Jessel, actor-producer.

Paramount's New System Acclaimed

(*Continued from page* 1)

any picture ever projected in a four-wall theatre." Freeman added that the actual picture size on the screen, made by the Vocalite Co., was about 68 feet wide and 37 feet high.

The second demonstration reel contained selected scenes from the first two pictures filmed in VistaVision, "White Christmas" and "Three Ring Circus."

The addresses of the Paramount executives and the comments at a subsequent press conference underlined their belief that the VistaVision system offers the industry something which is "flexible" and "compatible."

Other points emphasized by the Paramount executives included the following:

¶ VistaVision is designed for all theatres, large, small and drive-ins.

¶ Perspecta Sound, which has been adopted by Paramount, is optional for exhibition.

¶ VistaVision pictures are and will be composed for a 1.85 to 1 screen aspect ratio, but can be projected, using a regular VistaVision print, in aspect ratios varying from 1.33 to 1 to 2 to 1, with proper "cropping."

¶ "Squeeze" anamorphic prints of VistaVision pictures will also be made available for those theatres desiring such prints.

¶ VistaVision cameras are being made by Mitchell Camera Co., Technicolor and others and, according to Freeman, within 60 or 90 days, there should be no critical shortage for those producers wishing to film in VistaVision.

Appeals by Balaban, Zukor

In outlining the highpoints of the VistaVision process, both Balaban and Zukor called upon exhibition to fulfill its obligation, referring to the need for up-to-date modern equipment so that VistaVision will be seen by the public to its best advantage. VistaVision, they emphasized, needs a minimum of expenditure for additional equipment, so long as a theatre is equipped with a good, seamless big screen, proper lenses on a standard projector and good lamp houses.

The cost of Perspecta sound equipment was estimated at about $800 for a sound control unit, plus about $500 for installation, for theatres that already are equipped with a three-horn system behind the screen. An additional estimated $2,000 in expenditures was seen for theatres not now equipped with three-horns.

At the press conference, Balaban, Freeman and Zukor expressed varying views regarding the merits of stereophonic sound in "average-sized" theatres. A broader area of agreement was reached among the three, however, on the plus factor of stereophonic sound in larger theatres, with big-sized screens.

Balaban and Freeman revealed that Technicolor has a new dye, imbibition printing process which for the first time will be used on "White Christmas," the picture which will launch the VistaVision process. The new process, said the Paramount executives, represents a "substantial" improvement over the process now employed by Technicolor.

Balaban, asked if Paramount will sell VistaVision to the public as the CinemaScope medium was sold to the public, replied, in this fashion: Paramount will advertise VistaVision with its pictures, but it will not spend as much as 20th Century-Fox in putting over the CinemaScope medium, he added. The Paramount president went on to point up the "cumulative" effect of VistaVision when Paramount and other studios release pictures in that medium, adding that it will raise motion pictures to new heights and should help beat the industry's big competitor, television.

Freeman, in his introductory address, paid tribute to 20th Century-Fox for reawakening the public's interest in motion pictures, referring to its introduction of CinemaScope. Calling 1953 the year of "daring innovations," Freeman said that Paramount explored and found a plan applicable to the small, large and drive-in theatre. The smallest exhibitor is just as important as the largest exhibitor to the industry, he declared.

Available to All

VistaVision, he continued, is available to any and all motion picture companies "without reservations," adding that Paramount collects no royalties in connection with the use of the system. "Paramount will have no objections to the name VistaVision being applied to any picture made by any producer, provided the picture is actually produced by the VistaVision process and provided the standard of production quality set by Paramount is adhered to in the production of pictures."

In conclusion, Freeman expressed the hope that, "in looking to the future, there can be found a way to combine the better things of each and every process into one simple standard process of presenting pictures on the screens."

Balaban, at the press conference, said that Paramount is now studying the problem of making available anamorphic prints to exhibitors on VistaVision films. He said there will be no additional charge for the anamorphic print. In response to a question, research director Ryder said the advantage to an anamorphic print rests in very large theatres and drive-ins where some light may be gained by utilizing such a print. All the Paramount executives, when referring to the anamorphic prints, mentioned the variable Tushinsky SuperScope lens.

Ten Cameras by August

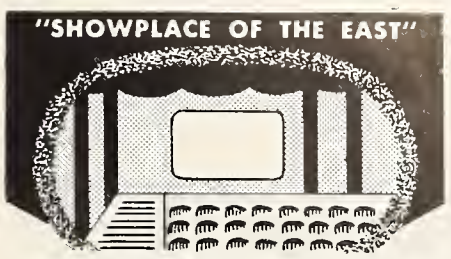
Freeman, in response to a question, said that Paramount by July will have eight VistaVision cameras and by August, 10 or 12 cameras. Orders for VistaVision cameras, he pointed out, can be placed with the Mitchell Camera Co., Bell & Howell, or Producers' Service Corp.

Story's the Thing, Freeman Declares

The "quality of the story" rather than "the gimmicks" employed is what interests the public, Y. Frank Freeman, Paramount vice-president in charge of production, declared here yesterday.

Freeman, speaking at a press conference following the VistaVision demonstration at the Radio City Music Hall, said it is "my belief that the public is interested, now and forever more, in the quality of the story up on the screen. If that's good enough, it'll be good even if you draw subtitles on the screen." A "gimmick," itself, he went on, might take the industry over a "hump," but in the long run, he added, it is the values on the screen that the public is interested in.

Freeman made this statement in an affirmative answer to the question of whether all types of stories are adaptable for the VistaVision process.



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Opinions Vary on Merits of Stereo

Varying sentiments on the merits of stereophonic sound were expressed here yesterday by Paramount toppers at the press conference which followed the VistaVision demonstration at the Radio City Music Hall.

A wide area of agreement was voiced by Barney Balaban, Paramount president, and Adolph Zukor, board chairman, on the desirability of stereophonic sound in conjunction with large screens. Paramount has adopted the Perspecta stereophonic optical sound system, along with M-G-M and Warner Brothers.

Balaban contended that "directional" sound, using the term synonymously with stereophonic sound, adds some value to a large-screen presentation such as VistaVision. Zukor argued, too, that sound emanating from three horns behind the screen adds "realism" to the presentation. He added, however, that there is "absolutely no advantage" in stereophonic sound for "intimate" dramas.

Suggests Both Types

Zukor pointed out that theatres should be prepared to use both conventional and stereophonic sound, varying the system according to the picture presented. Paramount's Perspecta sound is optional, it was pointed out.

Y. Frank Freeman, Paramount vice-president in charge of the studio, prefaced his remarks by saying that he was speaking as an individual and not for the company. He expressed his belief that there is little or no value in stereophonic sound for an "average" theatre, which he described as a 1,800-seater. In such a theatre, he declared, "any disturbance becomes confusing," emphasizing his sentiment that it is the quality of the picture rather than the sound that counts. "The novelty of stereophonic sound," he claimed, "has worn off."

Freeman, following the comments of Balaban and Zukor, added that he "qualified" his remarks as not referring to large screens in large theatres.

Sees Audience Size a Factor

Zukor, speaking on the question of sound in general, said it is most important that the sound in the theatre should be controlled according to the number of people in the audience. As attendance increases, he pointed out, the sound volume should be increased, warning that this elementary principle is not utilized in many theatres.

In the VistaVision demonstration at the Hall, the conventional one-track, one-horn sound system was used with the two demonstration reels.

Pre-release 'White' In Oct.: Balaban

"White Christmas," the first VistaVision film, will be pre-released in October, it was disclosed here yesterday by Barney Balaban, Paramount president.

The Irving Berlin production, in color by Technicolor, stars Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen.

Problems of VistaVision For Drive-ins Explained

The problems of present drive-in screens for projection of VistaVision pictures were explained yesterday by Loren L. Ryder, Paramount studio research director.

Ryder made his sentiments known at a meeting open to the questions of exhibitors following the morning demonstration of VistaVision at the Radio City Music Hall. Answering a query of an exhibitor, at the meeting in the Paramount board room, Ryder contended that he could not recommend for VistaVision presentations current drive-in screens, due to the oxidation of the metallic paints that are used on them and their inability to withstand weather for long periods.

He declared that an additional disadvantage of the present-style screens in the outdoor houses was that they did not reflect enough light so that a VistaVision film could retain its clarity, corner-to-corner sharpness and depth. However, an aluminum foil type screen which is undergoing tests presently may be the answer to the drive-in, Ryder said.

Expense Discussed

The big question that was in the minds of operators and all in attendance at the question-and-answer session was what the additional equipment costs would be to those who booked VistaVision pictures. Ryder stated that a theatre need not spend an "extra penny" in order to have VistaVision providing the house had modern sound and projection equipment and wide-screen facilities.

The Paramount research head also said that projectors should be air-cooled with jets of air aimed at the film frontwards and backwards so that the film will be buckled away from the light, enabling better focusing and greater steadiness of the picture frame.

Ryder was emphatic in declaring that stereophonic sound has "no place" in a drive-in theatre.

Arthur Again Asks C'Scope Sans Stereo

LOS ANGELES, April 27. — Another request that 20th Century-Fox release its CinemaScope productions to theatres without stereophonic sound after they have played those equipped with stereo is made in a letter sent to Spyros Skouras, 20th-Fox president, by Harry Arthur, chairman of Southern California Theatre Owners Association, and released here by the latter.

Arthur's letter notes that 20th-Fox has announced that it will make theatre tests in the near future of pictures with and without stereophonic sound to provide exhibitors with a basis of comparison. Such tests will be meaningless, Arthur contends, because exhibitors already are divided on the subject.

He proposes instead that the CinemaScope productions be released with and without stereophonic sound which, he asserts, will elicit the verdict of the public, which he terms the "final judge" on the subject.

Award to Clift

Montgomery Clift has been awarded a special achievement plaque by the Texas Interstate Circuit for his "outstanding contribution to the motion picture industry and to America."

V.V. for 'Oklahoma!' Claimed, and Denied

Metro-Goldwyn-Mayer will use the VistaVision process for filming "Oklahoma!" it was announced here yesterday by Y. Frank Freeman, Paramount vice-president in charge of production.

Freeman made it clear that M-G-M will film "Oklahoma" for release following the run of the picture in the Todd-AO process. The disclosure of the Metro-Todd-AO tie-up came on the heels of a studio announcement that Metro studios will be utilized in the filming of "Oklahoma" in the Todd-AO process.

HOLLYWOOD, April 27. — Published reports that "Oklahoma" would be photographed in other processes than Todd-AO were denied today by Michael Todd in a statement which read in part, "Dr. Brian O'Brien, who developed the Todd-AO process, has provided for a print-down version for all residual runs after the road show, reducing the 65 mm. negative to the non-participating wide screen for 35 mm. exhibition. It should be apparent to all we have made a great effort to launch the Todd-AO process properly, and we do not wish to have either production or process identified with any other processes."

Perspecta

(*Continued from page* 1)

many exhibitors to present better entertainment every week in the year.

"We are of the firm opinion that Perspecta stereophonic sound enhances the entertainment value of films and we feel certain that before long practically all theatres, regardless of size, will equip for multi-channel sound. At all demonstrations in this country, the reaction from producers, exhibitors and technicians has been outstanding. Audience reaction to Perspecta stereophonic sound is amazing in Melbourne and Sydney, Australia, where 'Knights of the Round Table' is playing to record-breaking business.

"Demonstrations will be held soon in all important cities in the world and these will be followed by the regular exhibition of films with Perspecta stereophonic sound."

Baltimore Council

(*Continued from page* 1)

Maryland State Board of Motion Picture Censors attended the hearing and said he would make every effort to have a new film censorship bill introduced at the next session if a law is needed to spell out the meaning of "immoral" and "indecent" as they apply to moving pictures.

These grounds are the only two on which the courts, following recent decisions, will permit pictures to be banned.

Traub further indicated that a provision should be written into the law whereby a picture could be banned for "tending to incite to crime."



Altec's current installation rate accounts for 75% of total stereophonic sound sales!

Broadway or Main Street, theatre owners know Altec's engineering skill and know-how assure perfect installation, sure service.

That's why Brandt's GLOBE, Broadway, New York, (pop. 8,000,000) and the OPERA HOUSE, Lebanon, New Hampshire, (pop. 4,614) signed Altec stereophonic installation and service contracts!



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ALTEC® SERVICE CORPORATION

National Pre-Selling

WALT DISNEY has published a very entertaining and informative booklet based on his "True-Life Adventures" and "People and Places" series.

Disney has sent camera crews to parts of the world that were never before photographed. Husband-and-wife camera teams are shown in the Falkland Islands, off the lower cape of South America, in the sub-Arctic wilds and in Africa, photographing savage beasts.

An expedition consisting of biology and zoology experts was sent to the "Galapagos," the weird isles off the western shores of Ecuador and the last refuge for some of the world's strangest creatures.

Theatre owners and managers can obtain a copy of the publication depicting the Disney "True-Life Adventure" and "People and Places" series by writing to Charles Levy at the Walt Disney Productions' N. Y. office.

•

"'Rhapsody'," reports Phil Hartung in May's issue of "Woman's Home Companion," "has a first-rate musical score beautifully played, accompanying this tempestuous love story." In the same issue, Hartung when recommending "Elephant Walk," says, "Elizabeth Taylor, the star, is deciding whether to flee with Dana Andrews or stick it out with her unpleasant husband in exotic Ceylon."

•

Grace Kelly, star of four completed top-budget films to be released this year, "Dial M for Murder," "The Bridges of Toko-Ri," "Country Girl" and "Rear Window," is the cover girl on "Life's" April 26th issue. In a three-page cover story titled "Hollywood's Hottest Property," interesting action photographs taken on the production sets of the forementioned pictures are displayed prominently. Grace Kelly is the daughter of a famous and wealthy Philadelphia family.

In the same issue there is an interesting and informative story on the life of George Eastman, founder of the Eastman Film Co.

•

"'New Faces'," reports Ed Miller in the May issue of "Seventeen," "is the recent Broadway musical transferred to the screen through the good graces of CinemaScope. It proves as merry and diverting a movie as it was a revue with Ronny Graham, Eartha Kitt, Robert Clary, Alice Ghostley as its leading performers. A sample sketch concerns an 'investigation' of bop; songs include 'C'est si bon' and 'Uska Dara'."

•

"Elephant Walk" and "Rhapsody" are both reviewed dually in "Look's" current issue. The reviewer reports that Elizabeth Taylor, the star of both films, is in the incredible position of being rejected by a total of four men she chooses to love. She wins their reluctant hearts by means of sheer grit rather than through her natural charms.

•

"The Student Prince," "Knock on Wood," "The Naked Jungle" and "Saskatchewan" are recommended by Ruth Harbert in the May issue of "Good Housekeeping."

WALTER HAAS

Reviews

"The Long Wait"

(Parklane-United Artists)

AMNESIA, murder, racketeering and lots of beautiful blondes fill Lesser Samuels' and Alan Green's screen adaptation of Mickey Spillane's best seller with enough action, suspense and feminity to serve the purposes of most exploitation houses. Anthony Quinn slugs his way through the film as Spillane's tough "Johnny McBride," Charles Coburn is the seemingly respectable banker behind a mob of hoodlums; Gene Evans is their straw boss and the female roles are more than capably handled by Peggie Castle, Mary Ellen Kay, Shawn Smith and Dolores Donlon.

Audiences partial to bare-knuckled violence and love on the torrid side will support "The Long Wait" wherever it is shown.

Quinn loses his memory in a highway accident before returning to the town where he was previously accused of murder. Using detective logic, bare fists, an assortment of automatic weapons and the four females, he not only clears himself of the crime and regains his memory, but exposes the corrupt Coburn and his mob and finds his pre-amnesia wife.

The key lies in Mary Ellen Kay, Quinn's spouse, who has had her looks changed on an operating table, and who is the only one capable of bringing back his past. But to get to her and her true identity, Quinn has to contend with Evans, the Misses Castle, Smith and Donlon, and finally Coburn. John Damler, a local reporter who wrote the story of Quinn's alleged crime, fills him in on the details and aids in his quest. The starkly brutal climax occurs in a deserted warehouse where Miss Castle, beaten up by Evans, kills her tormenter and saves Quinn from liquidation by Coburn's hoods.

Lesser Samuels produced "The Long Wait" and Victor Saville directed.

Running time, 93 minutes. Adult classification. For release in May.

FRANK BACKILMAN

"The Rocket Man"

(Panoramic-20th Century-Fox)

THE familiar theme of good vs. evil is given a fresh, up-to-date twist in "The Rocket Man," capitalizing on the current juvenile interest in science fiction heroes. The setting is a small Midwestern town, and the heroes are small town citizens who successfully vanquish a gang of villains in the roles of corrupt politicians.

Charles Coburn, the town's plumber turned honest mayor; Spring Byington, the local justice of the peace; romantically inclined Anne Francis and John Agar and Emory Parnell, a political egotist, comprise the adult part of the cast. But little George "Foghorn" Winslow, most audiences will agree, steals the film. It is his imagination and fantasy which finally put the clincher on the evil politicos.

He "acquires" a mysterious rocket gun from an imaginary "space man" which has extraordinary power to do good. After adoption by Miss Byington, young Winslow leaves the local orphanage to live at her home. Political wrongdoings ensue in the face of coming elections when Parnell, the county political boss, bids for the orphanage. He intends to exploit its sources of oil for himself. In the interim, Agar and Miss Francis grow interested in each other until she learns he is one of Parnell's stooges. But Winslow breaks up the crisis at a political rally on election eve.

The boy aims his gun at Parnell in the middle of a speech and forces the charlatan to reveal, against his will, all his corrupt practices. The orphanage saved, with Agar fired by Parnell previously, the lovers reconcile. Winslow is left with his secret space man and gun with no one realizing where the good fortune came from.

"The Rocket Man" was produced by Leonard Goldstein and directed by Oscar Rudolph. The screen play was by Lenny Bruce and Jack Henley from a story by George W. George and George F. Slavin.

Running time, 79 minutes. General classification. For release in May.

F. B.

"The Spell of Ireland"

(Celtic Films)

REPLETE with impressive photographs in Kodachrome and covering Ireland from North to South, and with traditional Irish ballads sung by tenor John Feeney, and a narration by TV announcer Jack McCarthy, this documentary should hold interest for American decendants of Erin, as well as for tourists in general. The film gives the viewpoint of an American returning to the country of his birth, where he revisits the small hamlets and island settlements, as well as Ireland's largest cities.

Among Feeney's vocal contributions are "Rose of Tralee," "Come Back to Erin" and "I'll Take You Home Again, Kathleen." Dispersed throughout the film are many Irish melodies including "Londonderry Air," "Bendemeer's Stream," "The Soldier's Song," "Wearing of the Green," "Kerry Dance" and the "Shan Van Vocht."

Colorful glimpses of Ireland's chief sporting events include the Galway races, the Irish Derby and the Dublin Horse Show. In addition, momentary coverage is devoted to championship football and hurling matches.

The spiritual side of Ireland is graphically documented by photographer Harry Dugan's cameras which follow the climb by thousands of pilgrims to the Rock of Croagh Patrick. Knock Shrine, Doon Well and a visit to Maynooth Seminary, round out the religious theme. Near the film's conclusion Eamon DeValera tells of his hopes for Ireland's future, while drama is added in the filming of Aran Island boatmen swimming their cattle out to cattle ships in bad weather. The production, in general, is comprehensive and holds the viewer's eye through most of its footage. Danny Devlin was production supervisor, and Beatrice Conetta and Dugan edited the filming.

Running time, 77 minutes. General classification. For release, May 10.

F. B.

U.K. Theatres

(*Continued from page* 1)

the first occasion since the Board began to keep industry statistics in 1950 that there had been an increase in the number of admissions in any quarter compared with the corresponding preceding period with the single exception of the last quarter of 1951, when admissions just exceeded those of the same 1950 quarter.

The "Journal" also observes that, taken in conjunction with the slower rate of admission decline in the second and third quarters of 1953, compared with the same 1952 periods, "This seems to herald a pause in the downward trend of cinema attendances during the last few years."

The total box office gross in the last 1953 quarter was 1.2 per cent higher than that for the fourth quarter of 1952. The average admission price rose slightly to 20.4 pence from 20.3 pence in the previous quarter.

The report covers 4,525 theatres with a seating capacity of 4,177,000.

Gross film rentals for 1953 totaled £23,588,000, a 1 per cent decrease compared with 1952. (The pound is worth $2.80.)

British films provided £7,152,000, or 30.3 per cent of the total. During the year ending March 31, 1954, 138 British features were registered, which was the second highest total in any postwar year.

Exports

(*Continued from page* 1)

1952. Shipments of 35mm. negative features were up in terms of both linear feet and dollar value, while shipments of 35mm. positive features increased in dollar value but dropped in terms of linear feet.

Shipments of 16mm. negative features were down considerably, but this drop was more than offset by a marked increase in volume and value of shipments of 16mm. positive features.

Rawstock shipments in 1953 totaled 310,064,649 feet valued at $7,364,360, compared to shipments of 267,643,072 feet valued at $6,184,418 the previous year. All sizes showed increases.

In 1953, a total of 21,782 cameras valued at $1,658,007 were shipped overseas, compared with 16,614 cameras valued at $1,316,540 in 1952. Projector exports increased from 18,428 to 21,662 but fell in value from $4,088,806 to $3,865,059. Exports of other types of equipment increased from $4,421,575 to $6,276,594.

Italian Code

(*Continued from page* 1)

on June 1. The ANICA seal will be granted only to those pictures which meet the minimum technical requirements and do not offend recognized moral standards or legal restrictions.

At its first meeting the administrative committee decided to avoid rigid regulations, choosing instead to regard the new production code as a reference framework for the guidance of producers, according to a statement issued by ANICA today.

Party for Miss Rush

Universal was host at a cocktail party at the Hotel Savoy-Plaza here yesterday for Barbara Rush, who is co-starred with Jane Wyman and Rock Hudson in the company's new production, "Magnificent Obsession."

FIRST IN FILM NEWS

MOTION PICTURE DAILY

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VOL. 75. NO. 82 NEW YORK, U.S.A., THURSDAY, APRIL 29, 1954 TEN CENTS

COMPO PLANS AUDIENCE POLL

May Settle ELC Suit

CLEVELAND, April 28.—A settlement of Chesapeake Industries $15,000,000 anti-trust suit against Loew's and RKO Theatres is presently under consideration, William S. MacMillen, Jr., president of Chesapeake Industries, disclosed here today.

MacMillen made the disclosure at a stockholders meeting here just a few days before Chesapeake's multi-million dollar suit is slated to go to trial in the Federal District Court of New York. The scheduled trial date is Monday. Chesapeake Industries, as the owner of the now-dissolved Eagle Lion Classics, brought the suit, charging that ELC had been denied access to the New York market because of an alleged split by Loew's and RKO theatres of film product.

MacMillen also told stockholders that Universal's option on use of Pathecolor, now said to be in dispute,

(*Continued an page* 4)

Tell of Belated RKO Stock Exchange

The belated exchange of RKO Radio Keith-Orpheum stock is being effected as a consequence of the $6 stock tender bid of RKO Pictures, it was learned here yesterday.

Stockholders of about 1,000 shares of old RKO Radio Keith Orpheum stock, it was learned, have exchanged their stock for shares in RKO Theatres and RKO Radio Pictures, the two companies formed under the divorce plan which went into effect

(*Continued on page* 4)

Want More British Films Shown Here

LONDON, April 28.—Reciprocal showing of British films in the United States as a condition of the continued entry of Hollywood films into Britain on the current basis will be asked by the National Association of Theatrical and Kine Employes at its forthcoming annual convention.

The convention also will receive and act on a resolution which would bar known Communists from holding any office in the union.

Nation-Wide Designations of the Best Picture of Month and Year Heads New Program of Civic and Press Projects

Plans to conduct a nation-wide audience poll to select the best picture of the month, with the best picture of the year to be chosen at the end of 12 months, were adopted yesterday by the governing committee of the Council of Motion Picture Organizations as part of a greatly expanded program for the all-industry agency.

An enlarged press program and also a study of how the industry can mobilize its forces to lead the fight against juvenile delinquency were also among projects decided upon by Wilbur Snaper, Sam Pinanski and Al Lichtman, the three members of the COMPO governing committee.

Major Projects in New Compo Plan

Here are the principal new projects prapaunded by the Cauncil af Matian Picture Organizatians yesterday:

Plans for a nation-wide audience poll, monthly and annually, of "best" pictures.

Efforts to end the technological "confusion" in the industrv.

Studies on ways and means of combatting juvenile delinquency.

Appointment of Sindlinger & Co. to conduct research on how best to enlarge the motion picture audience.

COMPO staff to watch state and municipalities for possible moves on the ticket tax front.

As a preliminary step toward bringing some semblance of order into the industry's technological development, it was stated, the COMPO triumvirate voted to seek a meeting with the chief technical experts of the major companies with a view to getting their advice on how the present confusion may be ended.

Declaring the industry's chief problem today is the enlargement of its national audience, the committee voted to direct Sindlinger & Company to conduct research designed to obtain information on how best this enlargement of the audience may be accomplished.

The committee met in the COMPO

(*Continued an page* 4)

'Living It Up'

[*Paramount*]

Apple Valley, Calif., April 28

"LIVING IT UP," press-previewed here at George Air Force Base to the uproarious gratification of as many enlisted men as could crowd into the post theatre, is far and away the best picture Dean Martin and Jerry Lewis have turned out for happy exhibitors and contented customers in all five of their consistently laugh-producing profit-yielding years on the motion picture screen.

"Living It Up" is bigger, production-wise; steadier, story-wise; and better cast, name-wise—with Janet Leigh, Sheree North, Fred Clark and Edward Arnold in top support—than any previous Martin and Lewis attraction.

That, in view of the comedians' three consecutive Top Ten placements in Quigley Publications' annual poll of exhibitors determining the identities and standings of the industry's Money-Making Stars, is saying a good deal for "Living It Up" and for everybody connected with it. Yet that is precisely what audiences everywhere will be saying, in paid-admission language, from opening day on.

"Living It Up" is taken more or less directly, rather less than more, from the still current Broadway musical comedy, "Hazel Flagg," which in turn was derived from the 1937 film, "Nothing Sacred," and which appears to have originated in a story by James Street. In earlier versions it concerned the efforts of a big newspaper to capitalize, for headlines and subscriptions, on the impending death of a young woman supposed to be a doomed victim

(*Continued on page* 4)

Allied to Mull 7 Film Deals

WASHINGTON, April 28.—Allied States Association's board meeting in Minneapolis next month will go over reports on "exploratory discussions" with seven additional independent film producers interested in guaranteed product deals similar to the deal with Hal R. Makelim.

Allied general counsel Abram F. Myers said that none of the seven discussions had "reached the negotiating stage." He added that none could reach that stage until the board meets and passes on each situation.

The Makelim deal guarantees one film a month for the next year for 2,500 theatres, which in return guarantee a market for the films.

Myers said discussions with the seven other producers have been going on in all parts of the country, with the discussion being carried on for Allied by whatever top Allied

(*Continued an page* 4)

Fox Option Payment May 8 to Skiatron

By LESTER DINOFF

The stockholders of Skiatron Electronic and Television Corp. were informed that as a result of the license agreement with Matthew Fox, the company will receive $50,000 on May 8 in payment for certain options and may receive an additional $87,000 within the year if Fox exercises the first part of the option.

In a stockholders' meeting yester-

(*Continued an page* 4)

Oldsmobile Picks Up 'Oscar' TV Rights

Oldsmobile has picked up the option to telecast next year's Academy Award ceremonies, thereby eliminating the industry as a possible sponsor of the event. The advertising-publicity executives committee of the Motion Picture Association of America had planned to submit a proposal for the industry to telecast the "Oscar" awards in 1955 to the MPAA board of directors at its annual meeting today. Indications were, however, that the MPAA member companies may consider the telecasting of the 1956 awards.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, left here by plane yesterday for Europe.

•

GEORGE DEMBOW, vice-president of National Screen Service, will leave here today for London via B.O.A.C. Monarch. JOHN GREGORY left here yesterday, also via Monarch, for England.

•

DON HARTMAN, Paramount Pictures executive producer, is aboard the "Ile de France," due to dock in New York May 3.

•

ELIAS M. LOEW, president of E. M. Loew Theatres, will sail from New York tomorrow on the "United States" for Europe.

•

MEYER HUTNER, 20th Century-Fox associate publicity manager, will leave here tomorrow for a tour of six Southern cities.

•

HERB STEINBERG, Paramount Pictures national exploitation manager, will leave New York today for St. Louis.

•

IRVING H. LUDWIG, domestic sales manager of Buena Vista Film Distributing Co., left New York yesterday for St. Louis and Dallas.

•

CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, will leave New York today for Miami.

•

FRED C. QUIMBY, head of M-G-M's shorts production, will leave Hollywood tomorrow for New York.

•

DAVE CANTOR, RKO Radio exploitation manager, is in Detroit from New York.

•

OSCAR A. DOOB, Loew's official, has returned to New York from Providence.

•

EDMUND C. DEBERRY, Paramount Pictures branch manager in Buffalo, has returned there from New York.

•

HERMAN KING, of King Brothers Productions, has arrived in Detroit from Boston.

•

ERNIE EMERLING, Loew's advertising-publicity director, was in Syracuse yesterday from New York.

•

A. M. KANE, Paramount Pictures South Central division manager, left here yesterday for Dallas.

•

ARCHIE WELTMAN, of Loew's legal department, will leave here today for Miami.

•

CHARLES HEATH, for 29 years projectionist at the RKO Radio screening room in Boston, is retiring.

•

ALBERT E. SINDLINGER, president of Sindlinger & Co., analysts, has left Hollywood for Texas.

•

LOUIS DE ROCHEMONT left here by plane yesterday for Europe.

Arbitration Not on Allied Bd. Agenda

WASHINGTON, April 28.—So far, "no one has suggested that arbitration be put on the agenda" for Allied States Association's board meeting in Minneapolis on May 8 and 9, according to general counsel Abram F. Myers.

Allied officials have maintained that Allied can take no part in any arbitration negotiations unless the board authorizes a change in past allied policy. The statement that arbitration so far hasn't been put on the board's agenda doesn't hold out too good prospects for any early change in Allied policy.

Eire's Budget Seeks To Ease Rural Taxes

DUBLIN, April 24 (by Air Mail).—Admission taxes in Eire will remain unchanged, but a concession will be made to theatres in the rural areas if this nation's budget, now being debated in the Dail, is passed.

Previously, full exemption from entertainment taxes was granted to all rural areas with a population under 500. This exemption figure, in the proposed budget, has been raised to include communities up to 1,000, and in areas where the population totals between 1,000 and 2,000, a 50 per cent remission of the tax would be granted.

The previous exemption to areas of less-than-500 population encouraged a rapid growth of 16mm. theatres in strictly rural sections. The new exemptions, if accepted, would affect, in addition, about 75 standard 35mm. houses and give them badly needed relief.

Eire President Guest At CinemaScope Bow

DUBLIN, April 24 (by Air Mail).—"The Robe" opened here on April 23 at the Savoy Cinema before a distinguished gathering that included Sean T. O'Kelly, the president of Eire. The opening ceremonies were organized by the Variety Club of Ireland. The entire proceeds of the night's performance were donated to the club's fund for blind children. Patrick Farrell, of Capitol and Allied Cinemas, welcomed the guests and explained the objects and work of the club.

The Savoy is the first theatre in the country to be fully equipped with wide screen and stereophonic sound for CinemaScope productions.

Screen Extras Sign Pact With Majors

HOLLYWOOD, April 28. — The Screen Extras Guild membership, by 1,775 to 29, voted approval of a new contract with the major studios giving them an increase of five per cent, minimum, and improved working conditions. The new pact is retroactive to Jan. 2nd.

SPG Membership Okays 3 Contracts

The general membership of the New York Screen Publicists Guild voted unanimously to approve the two-year contracts which are being prepared for formal signing with 20th Century-Fox, Universal Pictures and Warner Brothers at a meeting held early this week.

The new pacts, which expire in April, 1956, within two weeks of each other, are similar to the contract which the publicists signed with Columbia Pictures.

General increase for the advertising, publicity and exploitation personnel will range up to $12.50 per week. A union shop and five-day work week also are important factors in the publicist contracts. At Warners, the SPG received substantial reclassifications for a number of guild members.

Will Shoot 'Oklahoma'

HOLLYWOOD, April 28.—Arthur Hornblow, Jr., has disclosed that Robert L. Surtees, holder of two Academy Awards, will photograph the Todd-AO "Oklahoma" for Rodgers and Hammerstein.

Agnes De Mille, who designed the choreography for the stage production of "Oklahoma," will do likewise for the film version.

'U' Short Bows

"The Four Aces Sing," a new Universal short subject featuring the Decca recording stars, the Four Aces and Karen Chandler, will have its premiere at the Paramount Theatre in New York tomorrow in conjunction with the New York opening of Universal's "Creature From the Black Lagoon."

John Novac, 46

John Novac, 46, production executive of Van Praag Productions here, died yesterday of a heart attack.

Gualino Says Lux Films May Make Picture in VistaVision in Fall

If VistaVision camera equipment is available, Dr. Renato Gualino, executive vice-president of Lux Films of Italy, declared yesterday that his company will start production of a film in the Paramount-developed wide-screen process in the early fall.

Gualino, who also is president of IFE Releasing Corp. and president of International Association of Producers, is here on company business. After viewing the VistaVision demonstration at the Radio City Music Hall on Tuesday, he stated that "VistaVision is a possible solution to the problems of exhibitors" because of its adherence to present standard equipment.

Technicolor, Inc., recently notified independent producer Fred Brisson that two VistaVision cameras will be ready by July 15 for his "Girl Rush" production.

D-J Doubts It Will Have Observer at Arbitration Talks

WASHINGTON, April 28.—Justice Department officials said they doubted that the department would ever agree to send any observer to the coming industry arbitration talks.

The Southern California Theatre Owners Association recently suggested that Justice and the Senate Small Business Committee send observers.

"I think our policy would be that this is something for the industry to work out, and that we come in only after it is all worked out and submitted to the courts for approval," one Justice official said.

Spokesmen for the Small Business Committee and for subcommittee chairman Schoeppel (R., Kans.) said they had no record of any invitation to attend the talks, and therefore would not comment.

Six More Join UA Sponsoring Group

Six more industry veterans have accepted posts on the honorary committee for the United Artists 35th anniversary testimonial dinner, to be held in Philadelphia on May 5 under the sponsorship of the Variety Club, Tent 13.

The six exhibitors are: Benjamin T. Pitts, president of the Pitts Theatres, Fredericksburg, Va.; J. B. Fishman of the Fishman circuit, New Haven; George A. Crouch, Washington zone manager for Stanley Warner; Lauritz Garman of the Garman circuit, Baltimore; P. Mortimer Lewis of the Apollo Theatre Circuit, Atlantic City, N. J., and Martin B. Ellis, general manager of the A. M. Ellis Theatres, New Jersey and Pennsylvania.

'Robe' Sets Mark in Arizona Drive-in

TUCSON, Ariz., April 28.—A record opening day gross of $1,200 was made here yesterday by 20th Century-Fox's "The Robe" in CinemaScope and stereophonic sound at the Cactus Drive-In, it is reported by the theatre management.

The mark doubles the receipts of any comparable opening day for the outdoor theatre which has installed a three-horn sound speaker system for the showing of the picture.

Brauer En Route Here

SYDNEY, April 23 (By Air Mail).—Roy Brauer, Columbia's Australasian managing director, was to leave here by plane Tuesday (April 27) for Hollywood and New York for conferences with studio and home office executives on plans for release of "The Caine Mutiny" and others of the company's important new releases.

Schenck Daughter Wed

Marti Stevens, 23, daughter of Nicholas Schenck, president of Loew's, Inc., will be married today to Michael Butler in Mexico City.

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45% Revenue Loss Seen by Devaluation Of Mexico's Peso

MEXICO CITY, April 28.—Film circles here believe that despite the devaluation of the Mexican peso, U. S. distributors will get about 45 per cent less money from this country. The higher volume of business that CinemaScope films have been doing is not counted upon to lessen the loss.

Exhibitors have abandoned hope of relief from the governmental freeze of admission ticket prices that was enacted in December, 1952, and which are 20 to 35 per cent below the former rates.

No Increases Expected

The City Amusements Supervision Department flatly told an exhibitors group that, anticipating pay hikes as a consequence of increased living costs due to the peso's devaluation, "under no circumstances will theatre box office prices be increased." The only motion picture people who will benefit from the drop are producers who had films in production at the time of the devaluation, as they will get 12.50 pesos instead of 8.60 pesos per American dollar.

Six theatres, including the Cine Chapultepec, face a strike unless they award a 20 per cent pay increase to Section One (theatre attaches) of the National Cinematographic Industry Workers Union (STIC). The Cine Arcadia, an art house, recently yielded to the union's demand.

Must Import Improvements

Because of the elevated costs caused by the weak peso, progress of the Mexican film industry will be hampered as all improvements must be imported and paid for in dollars, it is believed. Producers have asked that films be exempted from the 25 per cent surcharge ad valorem tax enacted on exports.

RKO to Release 'Sins of Rome'

"Sins of Rome," an Italian production, will be released by RKO Radio Pictures under an agreement with the producing company of Consorzio Spartacus, it was announced here yesterday by Charles Boasberg, RKO general sales manager.

Dubbed in English, this film will have an area premiere in Cincinnati late in June, RKO added.

Webb, Texas Compo Settle Short Feud

DALLAS, April 28. — When Jack Webb on his "Dragnet" TV show referred to having seen a "lousy show" at a picture theatre, he aroused the ire of the Texas Council of Motion Picture Organizations. The Texas COMPO board protested the line in a telegram to Jack Warner at whose studio Webb is making a picture titled "Dragnet." Webb, however, was quick to wire an apology, calling the reference to a "lousy" show as being "inexcusable," assuring COMPO that it was not an unfriendly gesture, but due to thoughtless editing on his part.

To Hold VistaVision Show in Washington

The next demonstration of Paramount's VistaVision process will be held at the Capitol Theatre in Washington on May 5 at 9:00 A.M.

The decision to hold the second exhibitor-press demonstration was made by company officials following the numerous requests which went into the Paramount home office since the Radio City Music Hall demonstration here on Tuesday. Slated to attend the Washington show are Barney Balaban, Paramount president, and Loren L. Ryder, head of research at Paramount studios.

The VistaVision Washington demonstration will follow the day after the already-scheduled demonstration of the process to engineers and technical experts attending the SMPTE convention in Washington.

Futter Distributing New German Lens

A new type wide-angle lens has been developed in Kreuznach, Germany, by Dr. Joseph Schneider and his associates. Labelled the Videoscope Super-Kiptar Panoramic lens with focal lengths from two inches through 3-4/5 inches, the lens is said to have a speed of f/1.9.

The lens has been specifically designed by Schneider for use with such systems as VistaVision, according to Walter Futter, U. S. distributor.

WOLFBERG RENEWS FCC CONTEST FOR DENVER VIDEO LICENSE

WASHINGTON, April 28.—Denver Television, Inc., in which exhibitor John Wolfberg is a major stockholder, asked the Federal Communications Commission to revoke its grant of a Denver television channel which the commission had awarded to Aladdin Radio and Television, Inc.

Major stockholders in Aladdin are Frank H. Ricketson, Jr., president of Fox Intermountain Theatres; Harry Huffman, former Fox city manager; and Ted Gamble.

The Wolfberg firm, which had competed with Aladdin for the Denver channel but had lost, asked that the Aladdin license be revoked because the company had contracted to sell the Denver station to Time, Inc. Denver Television, Inc., said not only should the Aladdin grant be revoked, but the channel should be awarded to Denver Television, Inc., instead.

Denver Television said the original grant to Aladdin was made by the commission because Aladdin was more "firmly rooted in the community." The firm said Time, Inc., was "a far cry" from this situation. The Commission was also told that Aladdin's stock, with a net worth of $650,000, was being sold to Time for $3,500,000.

In its application for approval of the sale early this month, Aladdin had given as the reason the ill health of two key stockholders. Denver Television today said the company was merely using this as "an excuse for bailing out."

Sees Audience Demand

Wide Screen Here to Stay, Gregg Assures Londoners

By PETER BURNUP

LONDON, April 28.—The large screen is here to stay, whether or not it be accompanied by CinemaScope, stereophonic or Perspecta sound, or some other system, representatives of the London press were told here by Eugene S. Gregg, vice-president and general manager of Westrex Corp., who arrived here from New York enroute to Copenhagen for conferences with all Westrex managers of Europe and North Africa.

Calls Impact Impressive

The impact of the new entertainment media on theatregoers is impressive, said Gregg, the customers feel cheated if they have been denied the new form of attractions.

Under questioning by the press here, Gregg admitted that British exhibitors have justification for insisting on standardization of the various sound systems being offered them. He also conceded that some other system, other than those already offered, might conceivably appear and might prove to be superior to those now on view. The whole business of the "media" field today, he said, is in a state of "trial and error."

"It's Mr. John Q. Public," said the Westrex official, "who will decide in the end."

Leaving for Continent

Following his parleys in Copenhagen, Greeg has engagements with other engineers in Helsinki and Paris, after which he will return to the States.

K.C. Star Says TV Is No Death Knell

KANSAS CITY, April 28.—There is plenty of room in entertainment for the media of radio, TV, pictures and the press, the Kansas City Star asserted in an editorial. Television has not killed off pictures any more than radio hurt newspapers in circulation and advertising, the newspaper contended. The editorial follows:

With the advent of television, dire predictions were made about the future of radio, the movies and newspapers. Just what has happened since World War II?

'Very Vigorous'

"Radio and the films have had a reduced over-all income but both mediums are still very vigorous, indeed. The public has proved again and again that it will support a good product in either of these fields. An outstanding example is the recent film, "The Robe." Already it is the second largest grosser in history and experts predict it eventually will surpass "Gone With the Wind," to reach the No. 1 position. Hardly a sign of a dead industry.

"And what has television done to newspapers? According to reports at the recent convention of the American Newspaper Publishers association, last year, in both circulation and advertising, was the biggest ever. Three decades ago it was predicted, too, that radio would eventually destroy the press.

'Plenty of Room'

"With the experience of six or seven years of commercial television now behind us, it seems safe to say that in our rapidly expanding economy there is plenty of room in the entertainment and news fields for all four of these mediums. Television has made everyone else sharpen up, perhaps, but it certainly has not provided the death knell for any medium. Far from it."

W. Pa. Allied Hears Makelim May 18

PITTSBURGH, April 28.—The Allied States plan for guaranteed playdate support for 12 features to be made in the course of a year by Hal Makelim has been approved by the board of directors of Allied M.P.T.O. of Western Pennsylvania.

The board also scheduled an open luncheon meeting for May 18 at the William Penn Hotel here at which exhibitors of this area, whether members of Allied or not, will be invited to hear Makelim outline his plans and describe participation terms for exhibitors.

Names Chairmen for Industry UJA Drive

Industry chairmen and the companies they represent who are heading the New York United Jewish Appeal drive were announced yesterday by Adolph Schimel, vice-president of Universal and chairman of the motion picture and amusement division of the UJA. They are:

Edward L. Hyman, American Broadcasting - Paramount Theatres; Mortimer Wormser, Columbia Pictures; Irving Greenfield, Loews'; William Brenner, National Screen Service; Arthur Israel, Jr., Paramount Pictures; Leon J. Bamberger, R.K.O. Radio; Harry Mandel, RKO Theatres; Joseph H. Moskowitz, 20th Century-Fox; Max Youngstein, United Artists; Harold Rubin, Universal Pictures; Samuel Schneider, Warner Brothers, and Harry Kalmine, Stanley Warner.

Financial Drive Set

The major financial objective of the United Jewish Appeal of Greater New York's 1954 campaign is to raise the metropolitan area's share of the goal of $119,921,150, set by the nationwide United Jewish Appeal to meet the needs of its constituent agencies—the United Israel Appeal, Joint Distribution Committee (including ORT), United Service for New Americans and New York Association for New Americans. In addition, New York UJA aims to provide the local proportion of $2,232,155 required this year by the National Jewish Welfare Board, and $1,530,141 by the American Jewish Congress.

ELC Suit

(Continued from page 1)

is expected to be settled amicably. If a settlement with Universal is not reached, he added, Pathe Laboratories will decline to honor the contract, contending that it has not been lived up to.

He attributed the failure of Chesapeake Industries to pay dividends on preferred stock to film losses. These were partially offset, he continued, by leasing ten ELC films to TV for United States and Canada for $3,000.

FPC Not Rushing New Media Units

TORONTO, April 28.—President J. J. Fitzgibbons of Famous Players Canadian Corp. stated at the annual stockholders' meeting yesterday that because of the considerable backlog of excellent product, the company was not rushing with the installation of new presentation techniques in circuit houses of smaller centers.

Fitzgibbons expressed the view that the "excitement" of television was showing signs of waning. In the Windsor, Ont., area where TV saturation prevails, Famous Players theatres grossed better in the first quarter of 1954 than in comparable recent periods, he said.

For the whole circuit, Fitzgibbons said gross revenue so far this year exceeded the figure for the same quarter of last year, but profit had eased slightly due to increased operating costs and greater depreciation charges.

'Living It Up'

(Continued from page 1)

of radium-poisoning. The framework is the same in this version, but this time the supposed victim is Lewis, a town-struck station agent at a desert whistle-stop, and Martin is the supposed doctor who announces the inevitability of Lewis' demise (although both know, by the time Miss Leigh arrives in town to take Lewis to New York where her publisher and the mayor have prepared the populace for his arrival, that there is nothing wrong with him). With this beginning, the script by Jack Rose and Melville Shavelson is off and running through a series of dismaying and unremittingly amusing involvements and surprises that give the beholders a laugh workout such as they haven't had in months.

Martin is principally in charge of the vocal department, naturally, although Lewis helps out a bit, and Miss Leigh is the properly beautiful object of one of Martin's ballads.

The dance department, which embraces a big and brilliant production number pairing Martin and Lewis late in the film, is highlighted (to use a moderate word for it) by Miss North, who, accompanied by Lewis and a dozen or more professional jitterbuggers, turns in a sizzling routine that hasn't often been matched, for heat and fervor, on the screen.

The film was produced in lavish Technicolor by Paul Jones, and directed with telling skill and superb timing by Norman Taurog.

Running time, 95 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER

Allied to Explore

(Continued from page 1)

official happens to be nearest the producer's home base. The various Allied officials will report at the May 8 board meeting, and the board will decide what to do from there on. One of the producers showing interest has been Ral Roach, who has been discussing the situation with Wilbur Snaper, head of the Allied Organization in New Jersey.

RKO Stock

(Continued from page 1)

Jan. 1, 1951. The 1,000 shares, it was stated, are part of the nearly 20,000 shares still outstanding of RKO Radio Keith Orpheum stock.

Meanwhile, it was learned the $6 stock tender bids of RKO Pictures are coming in at a steady, but slow pace, a rate which is expected to continue until the May 17 deadline, which may be extended.

COMPO Plans Ambitious New Program

(Continued from page 1)

offices, with Snaper presiding. Others present were Herman Robbins, COMPO treasurer; Sidney Schreiber, secretary; Robert W. Coyne, special counsel, and Charles E. McCarthy, information director.

Initiated by Pinanski

The plan for a nation-wide vote on the best picture each month, it was explained, represents a combination of a suggestion made by Pinanski and a program successfully conducted in Denver and Columbus, Ohio. The governing committee referred the project to the COMPO press relations committee with a request that details be worked out as soon as possible and submitted to the COMPO triumvirate. submitted subsequently to the COMPO triumvirate.

Giving high praise to the series of advertisements now being published by COMPO in Editor & Publisher, the committee voted for their continuance. In further expanding press relations, the committee also approved a plan for the institution of press committees in each of the major cities so that there will be proper outlets for all-industry publicity.

The decision to take the lead in the fight against juvenile delinquency may be the most important public relations activity ever attempted by the industry, in the view of the COMPO committee. Coyne was instructed by the committee to map out a practical program by which the industry can take the lead in efforts to combat juvenile crime throughout the country. In the meantime Snaper is expected to confer with Senator Hendrickson of New Jersey, chairman of a Senate committee investigating juvenile delinquency. A screening also will be held shortly of a feature-length picture extolling the Boy Scouts.

The committee also decided to continue COMPO's research program. This, it was pointed out, is expected to be of great value in the event that states and municipalities move to take over the admission taxes relinquished by the Federal Government. The COMPO staff was instructed to watch the state and municipal tax situation most closely and be prepared to go to the assistance of exhibitors in any state or municipality threatened with new taxation.

Pleased with the warm friendships established for the industry among members of Congress and Government officials, as a result of the successful tax campaign, the committee instructed Coyne to keep in close touch with Washington and to keep industry leaders in close contact with leaders of government.

National Screen Makes Offer

In behalf of National Screen Service, Robbins offered to make a trailer for any exhibitor who might wish to show his appreciation to his Congressman for the latter's support of the industry's tax reduction.

A national check will be made for COMPO by Sindlinger & Company on changes in admission prices and theatre reopenings since April 1, when the new excise tax law went into effect.

Coyne was instructed to check with members of the COMPO executive committee on whether another industry round table discussion should be held in connection with the next meeting of the executive committee. A date for such a meeting is also to be determined.

On motion of Snaper, a suggestion from Abram F. Myers, Allied general counsel, that an industry-wide contest be held to pick a title for an untitled feature picture, as a stimulant to business, was referred to the COMPO press relations committee for study. The committee decided also to give further study to proposals made by representatives of the John Hancock Life Insurance Company regarding group and liability insurance for industry members.

SMPTE to Be Invited

It was voted to invite the Society of Motion Picture Engineers to become members of COMPO, and Coyne was directed to continue efforts to enlist the membership of TESMA, film advertising groups, concessionaires and other trade units allied with the picture industry.

The committee unanimously approved a motion by Lichtman praising the work of Coyne, McCarthy and the COMPO staff.

Skiatron

(Continued from page 1)

day at the Hotel Grosvenor here, in which the proposed eight-man board of directors for Skiatron was unanimously elected, those in attendance were also told that SETC will receive monthly payments of $8,333 for engineering rights and that the U. S. Navy has not completed payments on certain Skiatron radar rights.

Fox is head of a financial group which received on April 6 from Skiatron an exclusive 99-year franchise for the world-wide exploitation of Subscriber-Vision, the company's answer to subscriber television which, as Levey declared, is "inevitable."

Board Members Reelected

The stockholders reelected to the board Arthur Levey, president; Lawrence Houget, treasurer; Kurt Widder, treasurer and general counsel; Frank V. Quigley, secretary; James M. Landis, attorney; Phillip A. Levey, attorney; J. R. Poppele, consulting engineer, and J. H. Laub, physicist and consulting engineer.

In the annual report, Levey stated that the entire cost for the Subscriber-Vision program, totaling $103,492 during 1953, was paid from capital on hand. Expenses that were incurred for Skiatron's pay-as-you-see-it-TV after April 1, 1954, will be paid out of the advances received under the Fox agreement.

Widder, in answer to a stockholder's question, declared that "no difficulty is expected from the Federal Communications Commission in getting approval for Subscriber-Vision or any form of fee-TV." He explained that many UHF television stations have been returning their operating permits to the FCC because they couldn't make enough money to meet operating expenses and that subscriber-television will tremendously aid the situation for those operating.

Poppele Optimistic

Poppele, former vice-president of WOR-TV, stated that the motion picture business will be "bigger and better" when subscriber-television becomes effective. "The largest audience in the world, home television, will be available to film producers," he said.

Levey stated that Skiatron's application to the FCC is being prepared and that if and when approval is given for a subscriber-television system, the company will present Subscriber-Vision within 30 days to the general public.

Western Union will accept and process applications for Subscriber-Vision when the FCC gives a green light, the Skiatron president said.

Government Getting Data in 16mm. Case

HOLLYWOOD, April 28.—Government counsel James McGrath today disclosed that some of the defendants in the 16mm. case have voluntarily begun furnishing needed information to Government attorneys in New York, expediting proceedings important in the preparation of pre-trial briefs which counsel for both sides are to submit to Federal Judge Harry C. Westover on Sept. 13th. An attempt will be made at that time to set a trial date.

Theatre to Be Church

MEMPHIS, April 28.—The Esquire Theatre has been sold for $40,000 and will become a Negro church.

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

A NUMBER of items for the drive-in theatre field have come to our attention recently, and we'd like to devote this column to a few of them. From Ardley of New York City comes a new series of directional signs designed to provide high visibility by both day and night. The signs have yellow block letters against a dark blue background to provide color contrast by day. At night the fluorescent letters reflect light from automobile headlights and other sources. Signs are available with directional arrows pointing "right," "left," and "straight ahead." They are constructed of Masonite and can be nailed to trees, posts or fences.

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Louis J. Lindner of New York has a door-stop device which protects automobile doors from being dented or nicked when opened against another car, a wall, etc. He suggests that they be used as a "giveaway" or premium to drive-in patrons. The device is called "Pro-Tec-Ur-Dor" and is made of natural rubber and chrome. It clamps on car doors at the "impact point" without the need for drilling holes or damaging the paint on the doors.

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So that drive-in patrons won't have to use their windshield wipers when it rains, Rainview, Inc., has developed a special visor to be attached to the front of the automobile. The "Rainview Visor," as it is called, is made of heavy gauge plastic and has an aluminum tube frame. It is designed for installation on all types of cars and can be attached quickly and simply. Colors available include red, blue, green, yellow or pink. The manufacturer suggests a rental charge of 20c to patrons for use of the visors.

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For the refreshment stand, Flavo-Rite Foods, Inc., in the Bronx, N. Y., has frozen shrimp rolls, priced to sell at 30c each. This food item consists of a mixture of vegetable and shrimp wrapped in a noodle jacket. It requires but two minutes frying time and may be held in a bun warmer prior to serving. Glassine bags in which to serve the shrimp rolls are also available from the company. The frozen product can be stored in any ice cream or freezer locker.

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Another promotional device, which might also be used as a "giveaway" or premium by indoor theatre operators, is a new Hawaiian flower introduced by H. C. Kreuger-Flower of Hawaii, which has offices in Los Angeles. The flower is called the Woodrose, and it is described as "looking and feeling like a hand-carved rose of wood rubbed to a satiny smooth finish." The company will provide the flower in single or double corsages and with ribbon bow and corsage pin and packed in a cellophane bag.

Review

"The Forty-Niners"

(*Allied Artists*)

T is apparent that the narrative method evolved by Jack Webb for his radio and television series of "Dragnet" has been utilized in the production of "The Forty-Niners," and it is a better western for this reason. As it is, it's a top-grade Wild Bill Elliott action story, with Virginia Gray and Henry Morgan heading up the supporting cast.

The title states quite accurately the time of the story, and the locale, of course, is California. Elliott plays a U. S. Marshal assigned to track down two killers known to have committed a murder for pay. Roaming from town to town without his badge of office, but with his guns at the ready, he allows himself to become known as a gun-slinger and thus wins the confidence of a man whose businesses include making contacts for professional gunmen. Many complications, most of them convincing and not commonplace, lead to his eventual success in his assignment, several persons having died in due course meanwhile.

Direction is by Thomas Carr and the script is by the prolific Dan Ullman. Editing, no small responsibility in "Dragnet"-type style, is by Sam Fields.

In support are John Doucette, Lane Bradford, Standford Jolley, Harry Lauter, Earle Hodgins, Dean Cromer and Ralph Sanford.

Running time, 71 minutes. General audience classification. Release date not set.

ASN Is Linked With Empire-Universal

TORONTO, April 28.—New personnel on the board of Associated Screen News, Ltd., in Montreal, elected at the first annual meeting since control was acquired by Paul L. Nathanson of Toronto and associates, forms a link with Empire-Universal-Films, Ltd., here.

George H. Beeston, Toronto, who became ASN vice-president, is secretary-treasurer of Empire-Universal whose vice-president is Nathanson, now a director of Associated Screen News. A. W. Perry is E-U president.

Maxwell Cummings of Montreal, associated with Nathanson in the purchase, has succeeded William J. Singleton as president of Associated Screen News. Last year, B. E. Norrish, the founder of ASN under Canadian Pacific Railway auspices more than 25 years ago, retired as president and Singleton succeeded him.

AMPA Nominating Committee Named

A seven-member nominating committee has been selected to propose a list of officers for Associated Motion Picture Advertisers for the 1954-1955 term, it was announced by AMPA president Lige Brien of United Artists.

Blanche Livingston of RKO Theatres and Vivian Moses of Samuel Goldwyn Productions are co-chairmen of the nominating committee. The other five members of the committee are: Charles Alicoate of "The Film Daily," Steve Edwards of Republic Pictures, Ted Lazarus of Donahue & Coe, Herman Schlier of the Independent Film Journal and Max Stein of 20th Century-Fox.

Indiana Allied to Meet June 15-16

INDIANAPOLIS, April 28.—The annual spring meeting of Allied Theatre Owners of Indiana will be held June 15 and 16 at Lake Wawasee, Ind. It will be preceded by a board of directors meeting on June 14.

William C. Gehring, 20th Century-Fox sales manager, is scheduled to discuss his company's CinemaScope and stereophonic sound distribution policies at one of the convention sessions.

Litigation Ties Up New Conn. Drive-ins

HARTFORD, April 28.—Litigation has tied up construction on two new Connecticut drive-in projects.

In Branford, operators of a motel, Mr. and Mrs. Fred Berninger, contending their efforts and expenditures for the motel would be lost as operation of a drive-in would force them out of business, have appealed from State Police Commissioner John C. Kelly's issuance of a permit to Anthony Perri of Branford to construct an open air theatre.

In New London, Peter J. Boras, counsel for 16 Groton property owners objecting to plans of four shoreline businessmen to build a Groton drive-in, filed an appeal in Superior Court on Commissioner Kelly's granting of a permit.

Backing this unit are Harry Picazio, Jr., J. Lawrence Peters, Isadore Fishbone, all of New London; and Anthony Albino, Waterford.

'Scope-Stereo Bow In N. C. Drive-in

CHARLOTTE, April 28.—CinemaScope and stereophonic sound made their North Carolina drive-in debut this week at the Badin Road drive-in, Albermarle, with 20th Century-Fox's "The Robe."

To accommodate the CinemaScope showing, installation of Simplex equipment affording two sound speakers for each car was made. In addition, the theatre's screen dimensions were enlarged to 85 by 34 feet.

North Carolina exhibitors, civic and newspaper representatives attended the event at the 450-car outdoor house.

Robeck to Film Sales At General Teleradio

Peter M. Robeck, former general sales manager of Consolidated Television Sales, has been named to the newly created post of sales manager of General Teleradio's film division, it was announced by Thomas F. O'Neil, president.

Robeck at present is organizing a film sales force to handle General Teleradio's film properties. Early this month, the company acquired 30 motion pictures, produced prior to 1949 in Hollywood, from the Bank of America at a rental fee said to be in excess of $1,250,000.

Eastman Quarterly Sales $131,800,000; Above '52 and '51

FLEMINGTON, N. J., April 28.—First-quarter preliminary consolidated sales of $131,800,000 were reported today by the Eastman Kodak Co. The sales figure, for 12 weeks ending March 21, compares with sales of $133,800,000 in the corresponding period a year ago and is about 9½ per cent above first-quarter sales in 1952 and 1951.

The report was made by Thomas J. Hargrave, chairman, to the company's shareholders at their annual meeting here.

Hargrave Discusses Trends

In his comments at the meeting, Hargrave said:

"In total, the company's first quarter was a good one. Sales almost equalled those of the 1953 first quarter, which was the best first quarter the company ever had.

"On the other hand, trends among our product lines were somewhat mixed, and the normal spring upturn has been a little slow to appear for some of our photographic products. In this connection, we feel that the uncertainty preceding the recent excise tax changes, poor spring weather in some areas, and a late Easter have had an effect on the seasonal trend."

100 'Pinocchio' Dates Gross $126,000 Here

Last week's bookings of Walt Disney's "Pinocchio" in its first 100 re-release dates throughout Metropolitan New York grossed $126,000, it was announced by Charles Boasberg, general sales manager for RKO Radio. "Pinocchio" outgrossed "Snow White," re-released two years ago, by 30 per cent, Boasberg said.

"Pinocchio's national release is outdrawing its original 1940 gross by 20 per cent, he said, and is doubling the receipts of its initial re-release in 1945. It is also continuing to outdistance "Snow White" in almost every engagement.

In other Eastern and Midwest cities, "Pinocchio" just completed playing in 200 theatres.

Conn. Drive-in With 114-Ft. Screen Opens

HARTFORD, April 28.—A sizeable Connecticut trade delegation attended the premiere of the Perakos Theatre Circuit's first drive-in unit, the $250,000, 1,000-car capacity Plainville Drive-In Theatre, Route 72, Plainville.

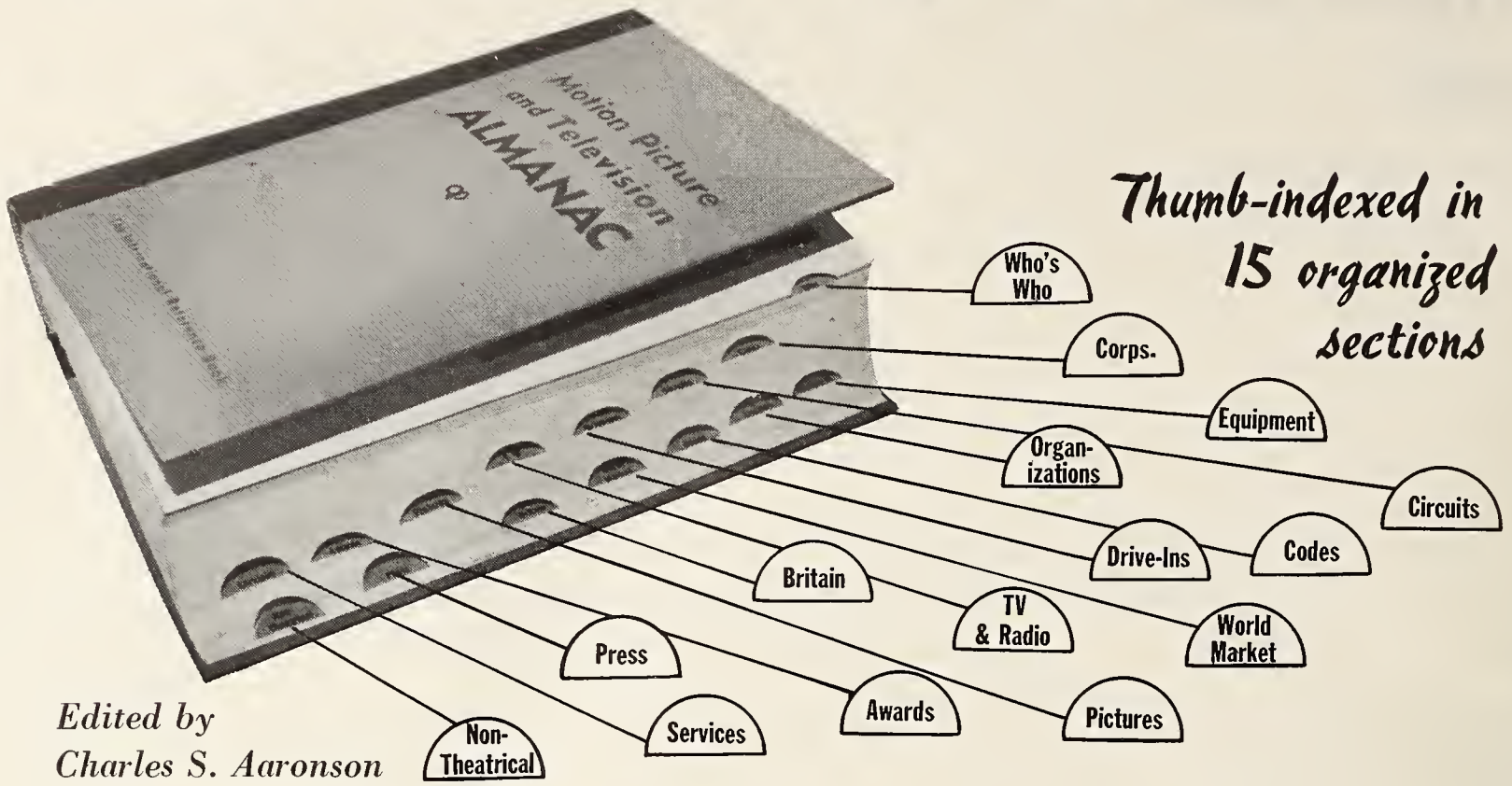
The theatre's screen, measuring 114 feet wide, is considered the largest in the country.

Features include a 75-feet glassed concession building front, and a completely paved theatre area.

Serving as manager is John Perakos, assistant to his brother, Sperie, general manager of the Perakos interests in Connecticut.

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VOL. 75. NO. 83 NEW YORK, U. S. A., FRIDAY, APRIL 30, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

INITIAL reaction here yesterday to the proposed new program of activities advanced by the governing triumvirate of the Council of Motion Picture Organizations was decidedly favorable.

The ambitious schedule covers practically every major field in which COMPO properly might interest itself, namely, public and press relations, business promotion, research, defense against and opposition to discriminatory taxation, and the possible new field of bringing industry technical authorities together for agreements on standardizations which could help reduce confusion concerning new techniques both within the industry and in the public mind.

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Full approbation of the program undoubtedly will have to await a later meeting of the COMPO executive committee or, perhaps, an all-industry gathering. Details of the proposals need to be explored, budgets to be prepared and financing arrangements made, if, as and when needed.

The point is, there is something of immediate value and interest in the program for every branch of the industry and there is the promise of fine public service as well in the assurance of a continuing active and useful all-industry organization.

The governing and administrative heads of COMPO are to be commended for advancing proposals of such considerable individual merit and promise.

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The Variety Club of New York next Thursday evening will honor William J. German as the recipient of its first annual Heart Award at a dinner at the Waldorf-Astoria Hotel here.

All in the industry who are privileged to know those who give of themselves unfailingly and without stint in every charitable cause for which their aid is sought, are aware of the high place in that group which William German occupies.

Not only has he been a main-

(*Continued on page 2*)

TOA Board Meeting Set for June 17-19

The Theatre Owners of America's executive committee and board of directors will hold a special summer meeting at the Beverly Hills Hotel, Los Angeles, June 17-19, it was announced yesterday by Walter Reade, Jr., TOA president.

Honorary chairman of the board of directors, Charles P. Skouras, will preside in the absence of Alfred Starr, chairman of the executive committee and the board of directors.

Car for Cole From Texas Exhibitors

DALLAS, April 30.—In appreciation of his work on behalf of the industry in achieving the adjustment in Federal admission taxes, Texas exhibitors will present a 1954 Cadillac coupe-de-ville to Col. H. A. Cole at a testimonial dinner next Tuesday at the Town and Country Restaurant here. The presentation of the gold keys to the car will be made by Robert J. O'Donnell. Phil Isley, president of Phil Isley Theatres and president of Texas Allied Theatre Owners, is chairman of the



Col. H. A. Cole

(*Continued on page 4*)

Joint Action

TOA, ALLIED HIT PRODUCT 'FAMINE'

Distributors Outline Product Plans; Reply To Exhibitor Wires

Loew's believes in making the "strongest releases available at all times," Charles M. Reagan, general manager of sales and distribution, declared in response to the joint telegram of Theatre Owners of America and Allied States Association citing the product "crisis" in May and June.

Reagan's letter of response was made public here yesterday by Walter Reade, Jr., TOA president. Reade, reading the letter aloud, relayed Reagan's cordial response to the joint bid in which the Loew's distribution director outlined his company's releasing plans for May and June.

Responding for Warner Brothers,

(*Continued on page 5*)

Denies Settlement Talks of ELC Suit

The $15,000,000 anti-trust suit brought by Chesapeake Industries against Loew's and RKO Theatres on behalf of Eagle Lion Classics will go to trial on Monday before Federal Judge Augustus Hand in New York Federal Court, despite reports of a possible settlement of the case.

Edward Raftery, counsel for RKO

(*Continued on page 4*)

Reade, Snaper Demand Corrective Measures in Wires to Distributors

A joint plea by Theatre Owners of America and Allied States Association to distribution to correct the product "crisis" seen for May and June was made public here yesterday by Walter Reade, Jr., TOA president, and Wilbur Snaper, former Allied president, and now a member of Allied's national board of directors.

At a joint press conference, the two exhibition leaders charged that distribution is withholding product from May and June release and postponing releases of their important product until July. This condition, Reade and Snaper charged, creates periods of "feast" and "famine," which is harmful to the industry.

Snaper contended that the product "famine" comes just at a time when theatre owners have been granted some relief from the Federal ticket tax, a condition which "levels off" the tax benefits.

Both maintained that the

(*Continued on page 5*)

MPAA Reelects All Officers; Lauds Hays

The board of directors of the Motion Picture Association of America at its first quarterly meeting yesterday unanimously reelected all incumbent officers.

Retaining office are Eric Johnston, president; Joseph I. Breen, Ralph Hetzel, Kenneth Clark and G. Griffith Johnson, vice-presidents; Sidney Schreiber, secretary; F. W. DuVall,

(*Continued on page 4*)

Reade Cites Role Of Reissues Today

The reissue situation was highlighted by Walter Reade, Jr., president of Theatre Owners of America, at the joint TOA-Allied trade press conference here yesterday.

"All of us," he said, "the biggest and smallest, are playing pictures over and over again. We don't have anything (else) to make a buck."

Equal to 50c a Share

Stanley Warner's 26-Week Net Profit $1,191,000

A net profit of $1,191,000 for the 26 weeks ended Feb. 27 was reported here yesterday by Stanley Warner Corp. and subsidiary companies. The net is equivalent to 50 cents per share on the 2,367,696 shares of common stock outstanding after deducting the stock held in the treasury.

The profit before deducting provisions for Federal income taxes and contingencies amounted to $2,051,000. Federal taxes totalled $785,000 and provision for contingencies was $75,000.

Theatre admissions and miscellaneous income for the 26 weeks amounted to $26,781,000 and the profit on the sale of properties amounted to $20,000. Total income, including admissions, rents, interest income and property sales, came to $28,346,000. Expenses totalled $26,294,652.

Earned surplus as of Feb. 27 amounted to $46,450,026, compared with $45,731,345 on Aug. 29, 1953.

Personal Mention

CHARLES P. SKOURAS, president of National Theatres, and MRS. SKOURAS will leave Hollywood by plane on Tuesday for Honolulu.

•

WILLIAM J. HEINEMAN and MAX E. YOUNGSTEIN, United Artists vice-presidents, and B. G. KRANZE, general sales manager, will return to New York today from sales meetings in San Francisco and Chicago.

•

SPYROS S. SKOURAS, president of Skouras Theatres, will leave here today for Bermuda via B.O.A.C. Bahamian. ZOLTAN KORDA will arrive here today from England by B.O.A.C. Monarch.

•

DR. RENATO GUALINO, president of I. F. E. Releasing Corp., will leave New York by plane today for Los Angeles, Mexico City and Havana.

•

SID ZINS, field publicity representative for Columbia Pictures in Washington, is the father of a son born to MRS. ZINS at Doctors Hospital there.

•

ROBERT BOSWICK, vice-president of National Theatre Supply, with headquarters in Dallas, was a visitor in Atlanta this week.

•

LAURITZ GARMAN, owner of the Uptown Theatre, Baltimore, is a patient at Union Memorial Hospital in that city.

•

AL SICIGNANO, of American Broadcasting-Paramount Theatres, was in Buffalo Wednesday and Thursday from New York.

•

JOHN G. MOORE, Paramount Pictures assistant Eastern division manager, returned to Boston yesterday from New York.

•

JAMES F. McCARTHY, Connecticut district manager for Stanley Warner Theatres, is in Bridgeport from Hartford.

•

BERNARD JACON, I. F. E. Releasing Corp. vice-president in charge of sales and distribution, will arrive in Atlanta Monday from New York.

•

Y. FRANK FREEMAN, Paramount Pictures vice-president, will leave here by plane today for Hollywood.

•

LOREN L. RYDER, head of research at the Paramount studios, has returned to Hollywood from New York.

•

HOWARD MINSKY, Paramount Pictures Mid-East division manager, is in Detroit from Philadelphia.

•

TONY GRAY, editor of the magazines "Screenland" and "Silver Screen," left New York Wednesday for Hollywood.

•

ALLEN M. WIDEM, of the "Times," Hartford, is in New York from there.

•

BRUCE CABOT will arrive here from London today via TWA.

Festive Denver Welcome To Fox's Centre Theatre

DENVER, April 29.—Called by its builders and operators, Fox Intermountain Theatres, "the most modern theatre in the world," the 1,247-seat Centre Theatre opened here tonight to the accompaniment of festivities such as this city has not experienced at any time in the past. An invited audience of Hollywood stars, newspapermen and state and local dignitaries viewed a performance of 20th Century-Fox's "River of No Return," the film chosen for the opening.

Invited to the opening were Jane Russell, Joan Crawford, Charles Coburn, Jack Benny, Abbott and Costello, Jimmy Durante, Alice Faye and Phil Harris, Mary Pickford and Buddy Rogers, Robert Wagner, Jane Wyman, Dennis Day and Don Wilson, attending at the personal invitation of Colorado Governor Dan Thornton.

Greeted at Airport

Greeted at Stapleton Air Field by an official reception committee composed of Mayor Newton, Lieutenant Governor Allott, Frank H. Ricketson, Jr., president of Fox Intermountain Theatres, and other city officials, the stars participated in a day long series of activities highlighted by their appearances tonight, at stage ceremonies commemorating the opening of the theatre, in which the film luminaries participated with civic officials and executives of the theatre circuit.

The Centre has a stadium-type auditorium and is built of reinforced concrete and steel, and is completely fireproof. The auditorium is 81 feet wide and 162 feet long. Although it is not as large as some other Denver houses, it will boast one of the largest CinemaScope screens in the country, 24 by 60 feet.

'Symbol,' Says Ricketson

The Centre Theatre is the newest addition to the National Theatres circuit headed by Charles P. Skouras and directed by Ricketson. It is said to be the first "deluxe" motion picture theatre constructed since the end of World War II. The theatre, said Ricketson, "will stand as a symbol of the exhibitor's renewed faith in the future of the film industry."

U. S. Postage Stamp To Honor Eastman

ROCHESTER, April 29. — A three-cent postage stamp honoring George Eastman, founder of the Eastman Kodak Co., and focusing the philatelic spotlight on the city of Rochester, will be issued in July, the 100th anniversary of Eastman's birth, and will go on sale here July 12, Eastman's birthday. Arthur E. Summerfield, U. S. Postmaster General, has stated that approximately 110,000,000 of the stamps will be printed.

Joe Laurie, Jr., 61; Veteran Comedian

Joe Laurie, Jr., 61, veteran comedian and raconteur of show business, died yesterday after a long illness at St. Clare's Hospital here. He is survived by his wife, June, a brother and sister, and a son, Joseph Laurie 3rd.

Rated as one of show business' top historians, Laurie teamed with Abel Green to write "Show Biz From Vaude to Video." He also authored film scenarios and developed scores of vaudeville routines, radio and TV sketches, and jokes.

Oscar Neufeld Dead

PHILADELPHIA, April 29.—Oscar Neufeld, veteran of the local industry, died here yesterday at the age of 68. He began as a financial representative for Stanley Mastbaum, was secretary for M-G-M here and opened his own film exchange in 1921. Later he was with Horlacher Film Delivery Service, which is now James P. Clark's Highway Express Lines.

Paramount Party

Paramount Pictures will honor its Academy Award winners, Audrey Hepburn and William Holden, at a reception on Monday at the Hotel Pierre roof garden here.

MPAA CITES NICHOLAS SCHENCK

Eric Johnston, president of the Motion Picture Association of America, yesterday presented a silver bowl to Nicholas M. Schenck, Loew's, Inc., president, during the board meeting of MPAA.

The bowl was signed by Johnston and company presidents and representatives who attended negotiations in Miami Beach last January with the American Federation of Musicians. The presentation marked Schenck's efforts in labor relations as having made "ours a finer, better and greater industry."

The signers, in addition to Johnston were Barney Balaban, Steve Broidy, Harry Cohn, Jack Cohn, James R. Grainger, Spyros P. Skouras, M. R. Rackmil, Harry M. Warner, Herbert J. Yates, Y. Frank Freeman, W. C. Michel, J. J. O'Connor, A. Schneider, Theodore R. Black, B. B. Kahane, Fred S. Meyer, Morris Weiner, E. L. DePatie, Charles Boren, Alfred P. Chamie, Louis R. Lipstone, Joseph Gershonson, Ben T. Batchelder, Maurice Benjamin and I. M. Halpern.

Tradewise...

(*Continued from page* 1)

spring of the formation of the New York Variety Club, a former chief barker and prominently identified with the tent's charitable activities, but he is, as well, president of the club's Foundation to Combat Epilepsy and an enthusiastic and generous contributor to the Will Rogers Memorial Hospital at Saranac Lake.

These things are not mentioned to extol nor, by their publication, to embarrass a man who needs no praise from any quarter and whose good works always are performed quietly. They are, properly, part of the citation which has earned Bill German the New York Tent's first Heart Award. A more deserving recipient would indeed be difficult to find.

Jessel to Seek RKO Release of 3 Films

Film producer George Jessel, who was guest of honor at the National Television Film Council luncheon meeting at the Hotel Warwick here yesterday, said that he planned to meet with Howard Hughes, representative Greg Bautzer on the Coast next week to discuss the release of three independent productions through RKO Pictures.

Jessel said that he plans to curtail his television activities at the start of his first film in the early fall. Betty Hutton and Eddie Fisher are being sought for a musical about songwriter Buddy DeSylva, he said.

Deitch Promoted

Robert R. Deitch, who has been exploitation-promotion manager of Stanley Warner theatres in the New Jersey zone, has been elevated to director of advertising publicity and exploitation for the New Jersey houses.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"ROSE MARIE"
starring
Ann BLYTH Howard KEEL Fernando LAMAS
in CinemaScope
Photographed in EASTMAN COLOR
An M-G-M Picture — and the MUSIC HALL'S GREAT EASTER STAGE SHOW

CREATURE FROM THE BLACK LAGOON 3D
Starring RICHARD CARLSON · JULIA ADAMS
PARAMOUNT
TIMES SQUARE

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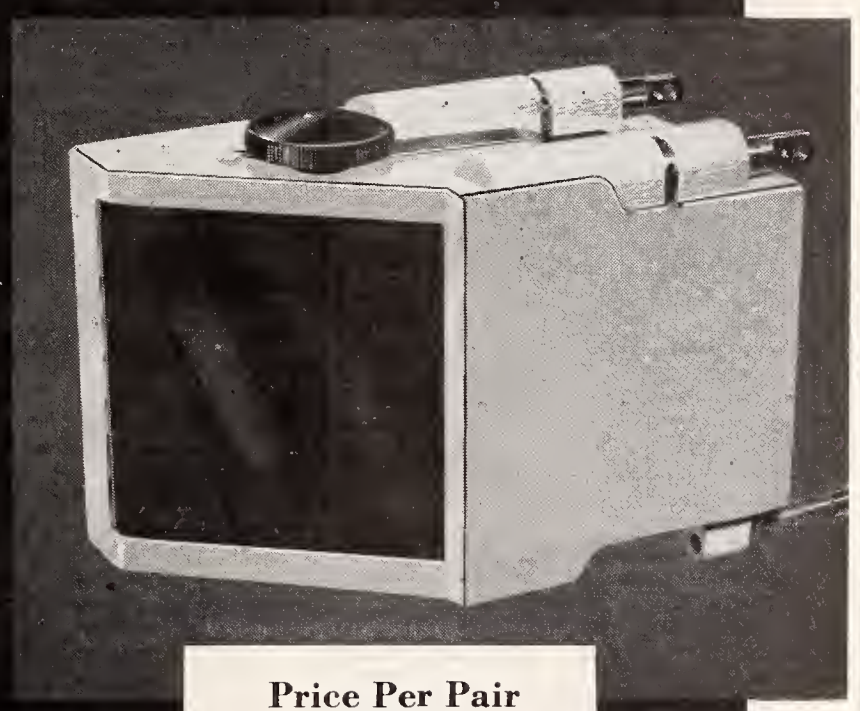
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8 More TV Stations Now on Committee of Advertising Bureau

Eight more TV stations have joined the group of 25 stations comprising the organizing committee of the Television Advertising Bureau, according to an announcement yesterday by Richard A. Moore, general manager of station KTTV, Los Angeles, who is serving as temporary chairman.

Moore conferred in New York with Richard P. Doherty, who has accepted the position of consultant to the organizing committee. Doherty is a former vice-president of the NARTB and now head of his own consulting organization, Television Radio Management Corp.

The new members of the expanding organizing committee are John H. Bone, general manager, WNEM-TV, Saginaw, Mich.; James C. Hanrahan, general manager, WEWS, Cleveland; Stanley E. Hubbard, president, KSTP-TV, St. Paul; Vernon A. Nolte, general manager, WHIZ-TV, Zanesville, O.; L. H. Rogers, II, general manager, WSAZ-TV, Huntington, W. Va.; W. D. Rogers, president, KDUB-TV, Lubbock, Tex.; Henry W. Slavick, general manager, WMCT, Memphis; and Victor A. Sholis, director of WHAS-TV, Louisville.

Altec Will Supervise Perspecta Installing

The installation of Perspecta sound at Loew's Capitol Theatre, Washington, D. C., will be supervised by Altec Service Corp., and will be followed, on May 4, by a demonstration to which will be invited exhibitors of the area as well as members of the Society of Motion Picture and Television Engineers who at that time will be attending their semi-annual meeting at the Statler Hotel.

D. L. Demarest, Altec New York headquarters engineer, will be in charge of the technical crew for the Washington installation.

Writers' Award to Col.'s 'Big Heat'

Columbia Pictures' "The Big Heat" last night received the Edgar Allan Poe Award as the outstanding mystery film of 1953 at the annual prize banquet of the Mystery Writers of America at the Henry Hudson Hotel here.

The "Edgar," one of eight given to mystery works in as many media and story forms, was presented as a joint award to Sydney Boehm, author of the screenplay, and William McGivern, from whose Saturday Evening Post serial and novel the script was derived.

Dezel Acquires 4 'Cisco Kid' Films

DETROIT, April 29.—In a deal consummated in New York last week between Albert Dezel, Nat Saland and Max Rosenberg, a series of four Cisco Kid features were acquired by Dezel Productions at Detroit.

The films, acquired for the Chicago and Detroit areas, are "Gay Amigo," "Daring Caballero," "Satan's Cradle" and "Valiant Hombre." Also acquired in the deal were three Randolph Scott films, "Canadian Pacific," "Cariboo Trail" and "Fighting Man of the Plains," formerly released by 20th Century-Fox.

Television--Radio

with Pinky Herman

WCBS-TV, the first TV station in the Metropolitan area permitted by the FCC to broadcast a full-power signal on Feb. 19, 1953, has completed a survey and found that New York TV receivers have increased, likewise the number of hours of TViewing per family and the 'wider geographic coverage due to the increased transmission power' all make it mandatory for the station's basic Class A hour rate to be increased, starting May 15, from $4,800 to $6,000. . . . Eddie Fisher's "NBCoke Time" will take a summer hiatus with the June 25 program, returning Aug. 25. . . . Ex-ork pilot Harry Kogen writes us from Chicago that "Two Ton" Baker's local TV programs and ET's for Bendix (150 stations) are zooming this talented singer-comedian into the big time. (Three years ago while in the Windy City, we tagged him—big boy, big voice, big heart, big talent and big future.)

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Wedding Bells have been heard (backstage) on the CBS-TV "Mama" program these past few weeks. Dick "Nels" Van Patten and danseuse Pat Poole were married Sunday. A month ago, Ralph Nelson, director of the program, married Barbara Powers, and on June 5, Rosemary Rice, "Katrin" in the series, will middle-aisle it with Lucian Berry, a non-pro from Montclair, N. J. During the vacation period from his "Coca-Cola" chores in July and August, Freddie Robbins will fly to Europe where he'll tape interviews with leading English and Continental artists which he'll broadcast on the "Robbins Nest" deejay series. . . . Mel Ferrer, currently co-starring on Broadway in "Ondine," has set up his own TV packaging firm and has signed up the famous jazz trio consisting of Benny Goodman, Gene Krupa and Mel Powell for a series of 15-minute concerts, probably for NBCoast-to-Coast via telefilm. . . . Hank Leeds is producing a new radio series, "The John Conte Show," to be heard Saturdays over NBC originating at Supermarkets in the Metropolitan area and sponsored by Coca-Cola. . . . We like the new format of "20 Questions" and moderator Jay Jackson's deft handling is largely responsible. Producer Gary Stevens likewise rates plaudits for maintaining the fast pace week in and week out.

☆ ☆ ☆

Ernie Kovacs' daily antics nitely at 11:15 are invariably WABDelirious, WABDizzy, WABDelightful, WABDroll and WABDandy. (Didn't we forget to mention he's seen on WABD?). . . . Irene Moore, the TVenus, turned in a masterful performance in her recent engagement as the female lead in "The Seven Year Itch." . . . Guild Films' situation-comedy, "Life with Elizabeth," starring Betty White, is making rapid strides in the end-of-the-year popularity sweepstakes. Telefilm series, with the signing of six more stations, is now seen in 86 markets. Add this to the firm's other properties, "Joe Palooka Series," "Liberace" and "Frankie Laine Show" and it's fairly obvious that "Life with Kaufman"—Reub, that is, must be delightful. . . . Maggi McNellis and Frank (N. Y. World-Telly columnist) Farrell will co-emcee the N. Y. Infirmary spring dance at the Waldorf-Astoria Hotel, which will be seen Monday (7:45 p.m.-8:00 p.m.) Via WABD.

N. W. Exhibitors to Convene on June 8

SEATTLE, April 29.—The convention date for the Theatre Owners of Washington, Northern Idaho and Alaska has been set for June 8 at the Olympic Hotel here. Featured speakers will include Walter Reade, Jr., president of the Theatre Owners of America, and Herman Levy, general counsel for the national exhibitor organization.

'Playgirl' Today

CHICAGO, April 29.—"Playgirl," Universal-International's new melodrama starring Shelley Winters and Barry Sullivan and introducing Colleen Miller, will have its world premiere at the United Artists Theatre here tomorrow, climaxing an intensive promotional campaign utilizing television, radio and newspapers.

New Group to Reopen Biograph Studio Here

The Biograph studio in the Bronx, which has been closed since 1929, will be reopened by a new corporation, Biograph Film Studios, Inc., headed by Suzanne Sedlock, Thomas Ward and Roger Donohue.

The company expects to complete improvements by the end of June and will utilize the property for the production of theatrical and TV films.

Honor Pinckney

Glenn M. Pinckney, of Altec Service Corp., was tendered a testimonial signalizing 25 years of service with Erpi and Altec by his company associates yesterday. The affair honoring Pinckney was held in the offices of Altec's eastern division, Newark, where he served for several years of branch manager.

Filmakers Holding Chicago Sales Meet At the Blackstone

HOLLYWOOD, April 29. — Filmakers Productions president Irving H. Levin and Harry Mandell, vice-president and domestic sales manager, will fly to Chicago tomorrow to conduct a combined Eastern and mid-western regional sales meeting for Filmakers Releasing Corp. exchange men at the Blackstone Hotel Saturday and Sunday.

Levin will review the company's progress over the past three months and outline plans for its next production, "Private Hell," which goes into production June 1.

Phila. Catholics to Scan Film Standards

PHILADELPHIA, April 29.—A committee of Catholic laymen consisting of approximately 1,000 members from every parish in the Philadelphia Archdiocese is being formed to enforce a "standard of decency for motion pictures," it was announced by the Right Rev. Monsignor John J. McKenna at the annual banquet of the Holy Name Society here last night.

Msgr. McKenna said the committee is being formed in consequence of the recent U. S. Supreme Court decision invalidating present film censorship statutes when applied to immoral, sacrilegious and incitement to crime complaints as reasons for the banning of films. Msgr. Mc Kenna will head the new committee.

Dr. James M. O'Neill, author and lecturer, who was a speaker at the banquet, criticized the Supreme Court decisions limiting film censorship.

Protests Fail to Halt 'Line' in Buffalo

BUFFALO, April 29.—Despite protests and moves to halt its presentation, "The French Line" opened to strong business at Basil's Lafayette Theatre here.

The Buffalo Common Council received and filed a petition from the St. Andrews Holy Name Society of suburban Kenmore, urging positive action to ban the picture which has no Production Code seal. The Council contended that it had no power to act in the matter.

Knoxville Bans 'Line' After Approving It

KNOXVILLE, Tenn., April 29.—Reversing a previous decision, the Knoxville board of review banned "The French Line" from showing at the Riviera Theatre here. The board previously had given the Howard Hughes picture a green light.

729,783 Tickets to Servicemen in '53

A total of 729,783 tickets to legitimate shows, motion picture theatres, opera, ballet, concert, lecture and sports events were donated in 1953 to servicemen and women through the Armed Forces Inter-Service Ticket Committee which was established by the Welfare Committee of New York following World War II. The committee has already distributed 340,490 free tickets during the first quarter of this year.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 84 NEW YORK, U. S. A., MONDAY, MAY 3, 1954 TEN CENTS

FOX SETS FORUM ON C'SCOPE

M-G-M Eliminates Stereo-Sound Requirement

Lens, Screen Policy Stands, Reagan Says

Metro-Goldwyn-Mayer has lifted its stereophonic sound requirements for its CinemaScope pictures, it was disclosed here at the weekend by Charles M. Reagan, Loew's vice-president in charge of distribution.

Reagan, explaining that M-G-M changed its position in "response to the demands of many motion picture exhibitors," makes the disclosure in an advertisement appearing in this issue of MOTION PICTURE DAILY.

Remaining requirements for Metro's CinemaScope pictures, Reagan explained, are wide screens and anamorphic projection. Concurrent with the announced change in policy, Reagan urged exhibitors to equip for stereophonic sound, which he called "an opportunity for improved presentation."

"The new policy is designed to service theatres which present the single channel track as well as those equipped for magnetic sound and the new Perspecta sound," Reagan continued. "Knights of the Round Table" and "Rose Marie," the only two M-G-M CinemaScope releases

(*Continued on page 6*)

See M-G-M Answering 'Famine' Cries; Exhibitors Eye 20th-Fox for Change

A partial answer to exhibitor complaints of a May and June product "famine" was seen in the M-G-M announcement that it will lift its stereophonic sound requirements for its CinemaScope pictures, two of which, "Knights of the Round Table" and "Rose Marie," are currently in release.

The hopes of many exhibitors were further raised at the weekend by the announcement of 20th Century-Fox that it has called a mass meeting of exhibitors at the company's home office on Thursday to discuss all aspects of CinemaScope's future. Coming concurrently with the M-G-M announcement, many exhibitors saw the possibility that 20th-Fox, too, may lift its mandatory requirements on stereophonic sound for its CinemaScope pictures.

Expect 600 to Attend 75th Semi-Annual SMPTE Confab

WASHINGTON, May 2.—An estimated 600 members and guests are expected to be on hand for the 75th semi-annual convention of the Society of Motion Picture and Television Engineers, which opens tomorrow.

Again new screen and sound techniques—this time, VistaVision, and Perspecta Sound, in addition to CinemaScope—will hold the spotlight. Loren L. Ryder, head of research at the Paramount Studio is slated to explain and explore the possibilities of VistaVision, while Earl I. Sponable,

(*Continued on page 6*)

Arbitration Group To Submit Report to Sales Heads Today

The subcommittee on arbitration of the general sales managers committee today will submit its report and recommendations for an industry arbitration system to the over-all committtee. The subcommittee has been holding meetings during the last few weeks for the purpose of drawing up a tentative plan.

This plan is scheduled to be discussed thoroughly at today's meeting and, after possible revisions, will be submitted to the general meeting of exhibitors and distributors which is to

(*Continued on page 6*)

1,000 Invited To Air Views Here Thursday

A meeting of major significance to the industry, at which "a free and unprejudiced round table discussion concerning CinemaScope" will take place, has been called for Thursday morning at the 20th Century-Fox home office by Spyros P. Skouras, president of the company.

More than 1,000 exhibitors throughout the United States and Canada received invitations over the past weekend from Skouras to attend the meeting, which will provide a sounding board for every aspect of CinemaScope and its relationship to the future welfare of the industry.

In his invitations Skouras said:

"We feel confident that the discussion will be of benefit to all exhibitors operating theatres of every size and type, including drive-ins.

"Our sole purpose in having this face-to-face discussion is to serve the interests of our customers, the American public, and our industry."

The meeting on Thursday will provide a unique forum for the exhibitors of America. The company promised it will bring to the fore results, questions and problems concerning virtually every aspect of CinemaScope.

A quick canvass of key exhibitor organization officials at the weekend revealed a definite

(*Continued on page 6*)

Para. Has 2 Weeks To Sell N. Y. Bldg.

WASHINGTON, May 2.—The Justice Department has given Paramount Pictures a two-week extension—until May 17—of the deadline for its disposing of the Paramount Building in New York.

The original deadline under the Paramount consent decree was March 3, 1954. Paramount could not meet that and got a two-months extension. It still hasn't sold the building, however, and Justice is giving it another two weeks.

Eastern Exhibitors Form Coast Production Company

By WILLIAM R. WEAVER

HOLLYWOOD, May 2.—Three $1,000,000 pictures annually for the first four or five years, and 10 per year thereafter, will be financed by a newly-formed company composed principally of Eastern exhibitors, Fred J. Schwartz told MOTION PICTURE DAILY at the beginning of a stay of several days here during which he will confer with several of the better known independent producers.

The Century Theatres circuit executive said that approximately 25 individuals will be represented in the company organized to finance the production of pictures by independent producers, with budgets ranging from $750,000 to $1,000,000. The company name, makeup and policy details will be told some time in July, he said.

Schwartz said, in answer to a query, that the plan now being implemented does not resemble in any way the Hal Makelim plan recently adopted by Allied States Association as a cooperative venture. Neither is it intended that pictures financed by the company will be distributed through any existing channel, he said, although he declined to say, for the present, what

(*Continued on page 6*)

Industry Officials To Army Briefing

WASHINGTON, May 2. — More than 50 top industry officials have been invited by the Army Department to attend a briefing on the current world situation at the Pentagon on May 13. Following the briefing, the industry officials will be shown the Army's film, "This Is Your Army."

Personal Mention

SID KRAMER, RKO Radio short subjects sales manager, is in Wilmington from New York.

•

HAROLD WENDT, of the Wendt Advertising Agency in Toledo, is in New York from that city accompanied by MRS. WENDT, their daughter and son-in-law.

•

ELMER F. LUX, head of Elmart Theatres and president of the Buffalo Common Council, has been named chairman of the governmental division of the Buffalo 1954 Cancer Crusade.

•

CARY GRANT will arrive here by plane tomorrow from Hollywood, and will sail May 11 on the "Caronia" for France.

•

DR. CHARLES DAILY, Paramount Pictures studio technical expert, has left New York for Washington, Atlanta and Dallas.

•

BRIAN AHERNE left here yesterday for London via B.O.A.C. Mayflower. DON TAYLOR left here on Saturday for England in a B.O.A.C. Monarch.

•

E. L. REMING, special representative for Film Distributors Audit Co. of New York, was in Atlanta last week from here.

•

JAMES M. TOTMAN, assistant Northeastern zone manager for Stanley Warner Theatres, was in Hartford from here.

•

"DUKE" HICKEY, who handles Universal-International publicity in Cleveland, is a patient at St. Luke's Hospital in that city.

•

GEORGE CUKOR, director, has arrived in New York from Hollywood enroute to Europe.

•

BOB RAPPAPORT, of the Hippodrome and Town theatres, Baltimore, left there late last week for Europe.

•

FRANK KASSLER, president of Continental Distributors, is en route to Europe aboard the "United States."

•

IRVING BERLIN will arrive in New York from Europe today aboard the "Ile de France."

•

ROSALIND RUSSELL, accompanied by her son, LANCE, has left New York for Hollywood.

•

MARY PICKFORD will arrive in New York by plane today from Hollywood.

•

WILLIAM HOLDEN will arrive in New York today from Florida.

•

JAMES CAGNEY will arrive in New York today from Cape Cod.

•

LINDA CHRISTIAN has arrived in New York from Hollywood.

•

DEWEY MARTIN has arrived from the Coast enroute to Europe.

Consider Wide Screens, Allied Tells Members

WASHINGTON, May 2.—The "critical" product shortage and a recommendation that all exhibitors give serious consideration to the installation of large screens were highlighted in an Allied States Association bulletin from general counsel Abram F. Myers.

Myers, reporting on the findings of Allied's watch-dog committee on technical developments, said "there is no doubt that many pictures can be presented to better advantage on large screens and indications are that pictures of that type will be produced in increasing numbers."

Myers, in the bulletin, reiterated the position enunciated recently by Walter Reade, Jr., president of Theatre Owners of America, and Ben Marcus, Allied president, that a "critical" product shortage exists.

Lauding the recent New York demonstration of Paramount's VistaVision, Myers said that anyone who saw a scene from Paramount's "three ring circus" projected at the Radio City Music Hall "would have to conclude that it would lose much of its force and most of its clarity if shown on a small screen."

Myers urged that Allied members thinking about large screen installations "consider carefully Paramount's recommendation that they purchase a screen without seams." He added that it is not known whether 20th Century-Fox is still insisting on Miracle Mirror or Astrolite screens as a condition to licensing CinemaScope pictures. "If it is, that is a factor to be considered," he stated. However, he urged that theatre owners check other theatre owners on how their Miracle Mirror and Astrolite screens are holding up, declaring that "Allied headquarters has received complaints on this score, but has not collected enough data on which to enable it to make definite recommendations."

'Watch and See'

Myers said the watchdog committee suggested Allied members take a "watch and see" attitude on Perspecta sound, until more is known about it and about how many film companies will use it.

Product Situation 'Critical'

On the product situation, despite the advent of VistaVision, the "immediate outlook remains bleak" for the exhibitors who cannot afford or don't believe in stereophonic sound. "The product situation," he declared, "is daily becoming more critical and an examination of the release charts at the New York demonstration showed that Eastern exhibitors will not have enough new product to keep their theatres going during the next three months."

Myers said the condition would be eased if 20th Century-Fox and Loew's would consent to make CinemaScope films available without stereophonic sound, but "all overtures to that end have been rebuffed and it seems useless to renew them now." He declared Allied's plans for independent production will help eventually, but will take time to get going. "The exhibitors need help now," he emphasized.

"The situation can be saved if the 'truly friendly' companies will advance the release dates on some of their completed pictures and increase their production schedules to make up for the ones so advanced," the Allied bulletin went on. "Is this too much for hard-pressed customers to ask of the film companies whose financial statements show they are doing very nicely indeed?"

Lauds 'Grass Roots' Exhibitors

Myers said the situation was all the more ironic because the industry is on the verge of a revival growing out of the admissions tax relief, and because "the tax relief which has brought renewed assurance and comfort to the film companies is the product of the very grass roots exhibitors and drive-in operators whom Fox and Metro apparently are willing to see exterminated in forcing their will upon the industry."

Sterling Silliphant Signs Buddy Hackett

Independent producer Sterling Silliphant has signed Buddy Hackett to star in his second production, "Five Against the House." Silliphant's initial producing venture was "The Joe Louis Story."

Martha Raye to D. C.

WASHINGTON, May 3.—Martha Raye has been booked for a nine-day vaudeville engagement at Loew's Capitol here, beginning May 28. Betty Hutton has just concluded a stage engagement at the Capitol.

Schwartz to India As Westrex Manager

Adolf R. Schwartz, who has been managing director of Westrex Australia Propriety Ltd., in Sydney for the last two years, will leave there for Bombay in August to take over new duties as manager for Westrex in India.

William E. Kollmyer, now manager in India, will return to New York early in September. Kollmyer will be assigned to the post of managing director in Australia after taking his home leave and undergoing a period of special training at headquarters in New York.

'U' Plans Meet Of Exploiteers And Publicists

For the first time in more than two years, Universal Pictures will hold a full scale series of meetings in New York of its field and home office exploitation and publicity staff to map promotional plans on the company's forthcoming pictures to be released between June and September, it was annnounced over the weekend by Charles Simonelli, Eastern advertising and publicity department manager, who will preside.

David A. Lipton, vice-president, who is due in New York late this week, and Clark Ramsay, his executive assistant who now is here, will participate in the meetings which will be held on May 10-12.

Feldman Will Speak

The meetings are scheduled to be addressed by Charles J. Feldman, vice-president and general sales manager, and other top executives of the company. Highlighting the three-day discussions will be the developing of the promotional plans for "Magnificent Obsession," the company's Technicolor production based on the famous Lloyd C. Douglas novel. Also to be highlighted are the re-release of "The Egg and I" and "The Black Shield of Falworth," Universal's first CinemaScope production. Among other pictures to be discussed are "Johnny Dark," "Francis Joins the Wacs," "Tanganyika," "Drums Across the River," "Playgirl," "Fireman Save My Child," "Black Horse Canyon" and "Dawn At Socorro."

Members of the executive staff of the Eastern promotion department will address the sessions, including Philip Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager, and Henry A. Linet, sales promotion manager. Robert Gillham, vice-president of Cunningham & Walsh, will also address the sessions.

Home and Field Represented

Field and home office exploitation representatives who will participate in the meetings are Ben Katz, Chicago; John McGrail, Boston; David Polland, Washington; Ben Hill, Atlanta; Duke Hickey, Cleveland; Julian Bowes, Dallas; A-Mike Vogel, San Francisco, and Robert Ungerfeld, Maurice "Bucky" Harris, William Gandall and Al Cohan who work out of the New York office. They will be joined by home office advertising, publicity and exploitation staffers including Morris Alin, Lowell Benedict, Guy Biondi, Hilda Brennan, Cliff Cane, Jerome Evans, Sheldon Gunsberg, Harold Gutman, Burt Hirschfeld, Paul Kamey, Herman Kass, Milton Livingsston, Alfred Mendelsohn, Estelle Nathan and Evelyn Turner.

Silverstone in Hospital

Arthur Silverstone, assistant general sales manager of 20th Century-Fox, is in Mt. Sinai Hospital, New York, following an emergency operation. He will be away for several weeks.

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13 Are Named To Represent Int'l Variety

DALLAS, May 2.—Appointment of international representatives of Variety Clubs International were announced here by William McCraw, executive director of the clubs. The representatives were named by international chief barker George Hoover. They are:

Ralph Pries, Zone 1, New Haven, New York and Philadelphia; Jake Flax, Zone 2, Baltimore and Washington; Ruben Bolstad, Zone 3, Boston, Albany, Buffalo and Toronto; Marc Wolf, Zone 4, Pittsburgh, Cleveland and Detroit; Roy Wells, Zone 5, Cincinnati, Indianapolis and Dayton; John J. Jones, Zone 6, Chicago, Grand Rapids and Milwaukee; J. Robert Hoff, Zone 7, St. Louis, Des Moines, Omaha and Minneapolis; C. A. Dolsen, Zone 8, Memphis, Houston, Dallas and Oklahoma City; John Fulton, Zone 9, Charlotte, Atlanta, Jacksonville and Miami; Rotus Harvey, Zone 10, Denver, Las Vegas and Salt Lake City; Al Grubstake, Zone 11, San Francisco and Los Angeles.

Two Foreign Representatives

C. J. Latta was named representative for Europe and Luis Montes for Mexico City.

Name Cates Pola-Lite Canadian Manager

A. E. Cates, national field supervisor for the Pola-Lite Co., has been appointed Canadian division manager in charge of the company's sales activities on the new single-track 3-D projection system, it was announced by Al O'Keefe, vice-president in charge of distribution for Pola-Lite.

Cates has been with the company since its inception covering all U.S. key cities on sales in conjunction with the National Film Service affiliates.

On his new assignment, Cates will work in co-operation with the General Theatre Supply organization, Canadian distributors of the Pola-Lite 3-D glasses and single-track projection unit. He is now in Toronto to plan forthcoming exhibitions of the system.

Storm in Denver Gives Theatre 2 Formal Openings

DENVER, May 2.—The new Centre Theatre began normal operations on the weekend following two "formal" openings. Because of a snowstorm Thursday evening, a second premiere was held the following night for an invited audience of Hollywood stars, newspapermen, state and city officials who viewed "River of No Return," a 20th Century-Fox CinemaScope production.

Opening speeches at the "second premiere" were made by Charles Skouras, president of National Theatres, Frank H. Ricketson, president of Fox Intermountain Theatres, operators and builders of the house, and Mayor Quigg Newton.

Directed by Ethel Merman

The entire entertainment program was emceed by Ethel Merman who headed the Hollywood contingent which included Mary Pickford, Charles (Buddy) Rogers, Jane Wyman, Robert Mitchum, Dan Dailey, Steve Cochran, Robert Wagner, Robert Stack, Charles Coburn, Rita Moreno, Forrest Tucker, Dale Robertson, Mary Murphy, Walter Abel, Patricia Wilcox, Barbara Darrow, Marjorie Dean, Tony Roman, Marla English and Gene Fowler.

The 1,247 loge-type seats in a stadium-type auditorium were well filled with outside bleachers erected to accommode 1,000 persons so that more could view the proceedings.

The Centre Theatre is reported to have cost Fox Intermountain $1,000,000 to build. The price schedule is 60 cents to one dollar.

Ruggerio Resigns

HARTFORD, May 2. — Joseph Ruggerio, manager of the Lyric Theatre, part of the Hartford Theatre Circuit, has resigned, after an affiliation of 27 years with the theatre. He is replaced by P. J. Buchieri.

Simon Leaving Para.

DETROIT, May 2.—Mike Simon, Paramount branch manager here for several years, has resigned effective May 8.

For Heart Award

Forty Will Be on Dais for V. C. Tribute to German

Forty film industry executives and civic leaders will share the dais at the New York Variety Club dinner at the Waldorf-Astoria Hotel Thursday, which will honor William J. German with the presentation of the first annual Heart Award, it was announced by Russell V. Downing, chairman of the Variety Club's dinner committee.

The award honoring German's work as president of the Variety Club Foundation to Combat Epilepsy will be presented by Adolf Zukor, chairman of the board of Paramount Pictures. Fredric March will head a cast of stars and public figures participating in the dinner program.

The dais list consists of Richard V. Altschuler, vice-president of Republic Pictures; Barney Balaban, president of Paramount Pictures; Robert S. Benjamin, chairman of the board of United Artists; Jack Beresin, Variety Clubs International; Rabbi Bernard Birstein, Actors Temple; Charles Boasberg, vice-president of RKO Pictures; Harry Brandt, president of the Independent Theatre Owners Association; Rev. Edwin B. Broderick; C. Jules Brulatour; Max A. Cohen, president of Cinema Circuit; Bob Coyne, special counsel to COMPO; Ned E. Depinet and Russell V. Downing, president of Radio City Music Hall.

Also, Gus S. Eyssell, president of Rockefeller Center; Edward L. Fabian, chief barker of the New York Variety Club; Charles J. Feldman, general sales manager of Universal-International; Alan E. Freedman, president of DeLuxe Laboratories; Leonard Goldenson, president of American Broadcasting - Paramount Theatres; Maury Goldstein, vice-president of Allied Artists; Thomas J. Hargrave, chairman of the board of Eastman Kodak; William J. Heineman, vice-president of United Artists; George Hoover, chief barker, International Variety Clubs; Arthur B. Krim, president of United Artists, and Al Lichtman, director of distribution for 20th Century-Fox.

Also, Fredric March; Dr. H. Houston Merritt, Columbia-Presbyterian Medical Center; Abe Montague, vice-president of Columbia Pictures; Gen. Lyman Munson; Hermann G. Place, president of General Precision Equipment Corp.; Samuel Rinzler, president of Randforce Amusement Corp.; Herman Robbins, president of National Screen Service; J. Robert Rubin, vice-president of Loew's; A. W. Schwalberg, president of Paramount Distributing Corp.; Fred J. Schwartz, president of Century Circuit, and Sol Schwartz, president of RKO Theatres.

Also, Harold Sharp, vice-president of the Coca-Cola Co.; Spyros P. Skouras, president of 20th Century-Fox; Wilbur Snaper, president of New Jersey Allied; Cornelius Van Neil, comptroller of Eastman-Kodak; Joseph Vogel, vice-president of Loew's; Max E. Youngstein, vice-president of United Artists, and Adolf Zukor, chairman of the board of Paramount Pictures.

Tax Policy Committee

Suggests U.S. Withdraw From Admission Tax Field

WASHINGTON, May 2.—The Federal government should withdraw completely from the admissions tax field, so that this tax can become a "significant contributor" to state and local revenues, the committee on Federal tax policy declared.

The committee is a group of tax experts headed by Roswell Magill, former Undersecretary of the Treasury. It issued today a study outlining a proposed over-all tax policy for the U. S. in the current economic situation.

Currently, general admission taxes are found in 26 states, and many cities are levying admissions taxes, the committee noted. "There are indications of increasing use of this tax at the local level," it added.

"Withdrawal of the Federal government from this field is recommended," the committee said. "The Federal revenue is relatively small, only a little more than ½ of 1 per cent in terms of its Federal budget, but the tax could develop into a significant contributor both to state and local revenues."

The committee urged a general manufacturers' excise on all articles except food and medicine. It attacked the present system of selective excises as "inadequate, inequitable and discriminatory."

Mrs. Goldenson to White House for UCP

WASHINGTON, May 2.—Mrs. Leonard H. Goldenson, wife of the president of American Broadcasting-Paramount Theatres and national president of United Cerebral Palsy, on Friday visited the White House to present to Mrs. Dwight D. Eisenhower the three United Cerebral Palsy 1954 Poster Children.

The poster children presented to the First Lady a model of the Beacon of Hope—symbol of the UCP campaign.

Dallas, N.O., St. John Leading UA Drive

With only three weeks to go, United Artists' Dallas, New Orleans, and St. John exchanges have taken the lead in the company's 35th Anniversary sales drive honoring president Arthur B. Krim, it was announced. The leaders moved to the front in the over-all standings for the 23rd week of the drive.

Runner-up to the Dallas exchange in the first group is the Atlanta branch, with third place held by the Boston exchange.

Final UA Meeting

The final United Artists regional sales meeting in a series held in connection with the company's 35th anniversary will get under way today at the Warwick Hotel in Philadelphia under the leadership of vice presidents William J. Heineman and Max E. Youngstein.

Reade Honor Guest at QP Awards Luncheon

Walter Reade, Jr., president of Theatre Owners of America and head of Walter Reade Theatres, Inc., will be guest of honor today at the 20th annual judging in the Quigley Awards Showmanship Competition at Toots Shor's Restaurant here.

Approximately 80 industry leaders, executives and circuit showmen will be present as Martin Quigley introduces a number of Quigley Grand Award winners of previous years.

The exhibits to be judged include campaigns which have been top winners and Scroll of Honor winners in the four quarters of 1953, a total of about 60 campaigns, including those from overseas.

The Round Table, now in its 26th year, has 5,859 members in 50 countries and is the oldest and largest international association of theatre managers. The Round Table, original sponsors of the Quigley Awards, has added nearly 1,000 new members during the past 12 months.

Kupferman Advises

"The Journal," the publication of the Federal Bar Association of New York, New Jersey and Connecticut, carries an introduction by Theodore R. Kupferman, general counsel of Cinerama Productions, Inc. Kupferman, who also is secretary of the Bar Association, points out that the current issue of "The Journal" contains source material in applied psychology for the legal profession.

JOAN'S GREATEST TRIUMP

You'll love Joan as the legendary woman known as Vienna...
...She was the Dancing Kid's girl and rode with Lonergan's bunch...
...Yet Johnny was her man, a roving troubador who looked naked in a lawless country without a six-gun!

N THIS TURBULENT, IMPASSIONED DRAMA!

HERBERT J. YATES
presents

JOAN CRAWFORD

in

"JOHNNY GUITAR"

starring

STERLING HAYDEN · SCOTT BRADY · MERCEDES McCAMBRIDGE

with BEN COOPER · ERNEST BORGNINE · WARD BOND · JOHN CARRADINE

Screen Play by PHILIP YORDAN · Based on the novel by ROY CHANSLOR

Associate Producer-Director **NICHOLAS RAY** · **A REPUBLIC PICTURE**



FOX, LOEW'S C'SCOPE POLICIES

M-G-M Urges Stereo Despite New Policy

(*Continued from page* 1)

thus far, Reagan said, will be made available to all theatres equipped "with a screen wide enough to encompass the projection via the anamorphic lens."

Reagan added, "It is important for exhibitors to realize that all M-G-M pictures, in whatever dimension, will be released with Perspecta sound tracks permitting exhibitors to employ either stereophonic sound or single channel sound." Reagan referred to the optical stereophonic sound system adopted by Loew's, Paramount and to an undefined degree by Warner Brothers. Other M-G-M pictures announced for CinemaScope, Reagan continued, are "The Student Prince," "Seven Brides," "Brigadoon," "Athena," "Green Fire" and "Jupiter's Darling."

Following the announcement of M-G-M's modification of its policy, Reagan, at the same time, said "we cannot urge exhibitors strongly enough to install stereophonic devices. To ignore the advantages of new sound techniques is a disservice to the public and an obstruction to the great future development of motion pictures," he warned.

Sees Box-office Gain

"Furthermore, we believe that the theatres which are equipped with stereophonic sound devices will have a great box-office advantage over those theatres not so equipped, and that the movie-going public, which has already put its stamp of approval on CinemaScope with stereophonic sound will further demonstrate its acceptance by preferring to attend those theatres properly equipped for the new type of presentation."

Ohio Censorship Suit Continued to May 14

COLUMBUS, May 2.—At the request of both sides involved, the injunction suit challenging the legality of the Ohio censor law has been continued until May 14 by Judge Ralph Bartlett or Franklin County Common Pleas Court. The suit was filed last Monday by RKO Radio Pictures, New York; the Independent Theatre Owners of Ohio, Horace Adams, ITOO president, and Martin Smith, former ITOO president.

The suit asked that the censor board be restrained from "levying, collecting or disbursing" the fee it charges. The constitutionality of the law also was attacked.

Robert Wile will be the only witness called for plaintiffs at May 14 hearing. Plaintiffs are represented by Harry Wright and John Harlor of the Columbus law firm of Wright, Harlor, Purpus, Morris and Arnold, who were attorneys in the "M" case cited in the petition.

Balaban Answers Plea For Release of Product

Paramount has done everything it can do to add to its release schedule for the second quarter, Barney Balaban, Paramount president, declared here at the weekend.

Balaban made this declaration in response to a joint Theatre Owners of America and Allied States Association charge that distributors are "arbitrarily" withholding product, creating a "famine" of good pictures for May and June.

Cites Two Films

Paramounts in response to exhibitor demands, Balaban went on to explain, has pushed forward the release dates on "Elephant Walk" and "Secret of the Incas," making these two pictures available for May and June. "It's our business," he added, "to move finished pictures as fast as we can whenever we can control releases."

Balaban pointed out that there is a lot of necessary work for a distribution company to do "even after the prints" are made for a new picture.

Balaban cited one example to show how Paramount seeks to facilitate the releasing of a picture. He declared that four top Paramount executives, including a contingent of artists, were flown to the Coast to hasten the release on "Secret of the Incas."

Says He Replied

The Paramount president took issue with the allegation that he had not responded to the plea addressed to him by Walter Reade, Jr., TOA president, and Ben Marcus, Allied president, complaining about the product "crisis." Balaban said he made his response, as outlined above, known to Reade through Al Schwalberg, president of Paramount Film Distributing Corp.

SMPTE

(*Continued from page* 1)

20th Century-Fox research director, is scheduled to address the gathering of technicians on CinemaScope.

Registration opened at the Hotel Statler, the place of the five day convention, today.

The convention will get rolling on new techniques with the Tuesday morning demonstration of Paramount's VistaVision system at the Loew's Capitol Theatre. The VistaVision demonstration will be followed by a demonstration of Perspecta sound, the stereophonic sound system adopted by Loew's, Paramount, and Warner Brothers.

Will Discuss CinemaScope

On the same morning, a paper on the "Design Consideration of CinemaScope Film," submitted by H. E. Bragg, L. D. Grignon and E. I. Sponable, will be read. Consideration of the CinemaScope paper will be followed by a discussion of the paper submitted by Paramount's Ryder on Perspecta sound and VistaVision.

Other highlights of the convention include a paper on CinemaScope lenses by Arthur Cox, of Bell and Howell. There will be a get-together luncheon tomorrow, a pioneers' dinner at the Columbia Country Club, Chevy Chase, Md., on Tuesday evening and television sessions on Friday.

'John Wesley' Bows In Chicago Church

CHICAGO, May 2.—"John Wesley," biographical film about the founder of Methodism, had its Chicago premiere tonight at the Austin Methodist Church. The film, with color in Technicolor, made at the J. Arthur Rank studios in England, will be shown at the church again on Wednesday evening.

The Austin church is one of 500 Methodist churches in the U.S.A. that contributed $100 each to help finance production of the film and thus is entitled to have this "premiere" showing, as will other churches that contributed in a like manner.

Eastern Exhibitors

(*Continued from page* 1)

means will be utilized for distribution.

The new company will be pleased to operate in conjunction with exhibitor associations, Schwartz said in reply to a question, but is totally independent of all trade organizations.

Arbitration Group

(*Continued from page* 1)

be held at the Astor Hotel here on May 27.

The arbitration subcommittee consists of Al Lichtman, A. Montague, Charles Feldman and A. W. Schwalberg.

Saturation Campaign For 'The Rocket Man'

A saturation campaign in the Cincinnati and Indianapolis areas has been planned by 20th Century-Fox for Panoramic Productions' "The Rocket Man" and is scheduled to start in the latter part of this month. Special newspaper advertisements crediting participating theatres and extensive point-of-playdate exploitation will focus attention on the film, which features Charles Coburn, Spring Byington and George "Foghorn" Winslow.

Rites for Novac

Funeral services for John Novac, production executive of Van Praag Productions, who died here last week, will be held tomorrow morning, 11 A.M., at the Plaza Funeral Home, 40 West 58th St. Novak, formerly with DuMont and two and-a-half years with Van Praag, is survived by a brother and sister.

Tax Vote Tuesday

WASHINGTON, May 2.—The Senate Finance Committee will begin voting Tuesday on the House-passed technical tax revision bill. Voting will likely run for two weeks or more on the Senate floor.

Showmen See Chance for Optical Sound

(*Continued from page* 1)

expectancy that the Thursday forum will find 20th-Fox willing to listen, with a completely open mind, to all arguments in favor of optical single track sound versions of the company CinemaScope releases.

Especially significant will be the views aired in connection with stereophonic sound, which has been a matter of intensive interest in the industry for many months, it was indicated. A thorough and complete discussion of this phase should provide answers pointing in the direction CinemaScope and other new processes will take in the future, the company said.

Lichtman to Participate

Skouras will be joined by Al Lichtman, director of distribution, at the meeting, as well as by other executives of the company, including executive vice-president W. C. Michel, vice-president Charles Einfeld, general counsel Otto Koegel, treasurer Donald Henderson, executive assistant general sales manager W. C. Gehring, research director Earl Sponable and his associate Herbert Bragg.

The meeting will begin at 10:30 A.M. and will continue as long as necessary.

It is understood that complete understanding between exhibition and 20th Century-Fox as to the future of CinemaScope is the goal of the meeting, and the presence of spokesmen for every facet of exhibition is counted upon to help resolve a great many problems.

All exhibitor organizations including national Allied, Theatre Owners of America and drive-in groups have been invited since it is the company's desire to give every theatre owner an opportunity to express personally or through a representative his views on the future of CinemaScope.

All trade papers are also being asked to attend with as many representatives as possible, in order to bring every point of the meeting to the widest possible industry audience.

Makelim Starts Tour Of Allied Meetings

HOLLYWOOD, May 2.—Producer Hal R. Makelim flew to Denver today on the first leg of a 30-day tour during which he will address meetings of Allied States Association units on his plan to provide 12 pictures under a cooperative arrangement.

Makelim will meet with the members of the Rocky Mountain Allied unit tomorrow and then continue on his cross-country trip.

The first three pictures on his production slate will be announced upon his return to Hollywood, Makelim said.

Paramount Sets Deal With Canada Group To Offer FPC Stock

Paramount International Films, Inc., a wholly owned subsidiary of Paramount Pictures Corp., on Friday announced the consummation of an underwriting agreement with a syndicate of Canadian bankers headed by Wood, Gundy & Co., Ltd.; Greenshields & Co., Inc., and W. C. Pitfield & Co., Ltd., for the sale in Canada of 285,000 shares of Famous Players Canadian Corp. by Paramount International Films. The stock will be offered at $23.50 per share.

Barney Balaban, president of Paramount Pictures, in commenting on the arrangement, stated:

"Famous Players is a Canadian business serving the people of Canada. We believe it to be in the best interests of all concerned that a larger percentage of the stock of Famous Players be held by resident Canadians.

"We plan to retain the proceeds of the sale as working capital."

Balaban called attention to the fact that after this sale, Paramount International would still own about 880,000 shares, or approximately 51 per cent of the outstanding shares of Famous Players.

Para. Plans Several VistaVision Shows

Demonstrations of Paramount's VistaVision will be held in several selected key cities throughout the country, it was disclosed on Friday by Barney Balaban, president of Paramount Pictures. Specific cities and dates will be revealed shortly.

The decision to bring VistaVision to the exhibitors and press in many different parts of the country was made following requests received at the home office since the East Coast demonstration of the new process April 27 at Radio City Music Hall in New York.

Late last week announcement was made by Paramount that a demonstration of VistaVision had been set for the Capitol Theatre in Washington, D. C., on Wednesday at 9:30 A.M. At this demonstration, the guests will be addressed by Balaban and Loren Ryder, head of research at Paramount Studios, under whose supervision VistaVision was developed and perfected.

Knoxville Approves Revised 'French Line'

KNOXVILLE, May 2.—Knoxville's censor board which first approved, then banned Howard Hughes' "The French Line," reconsidered and approved a revised version of the film submitted to it by RKO Radio four days after the banning.

The film opened as scheduled at the Riviera Theatre here and completed a week's run with a gross of $6,400, big for the house.

Studio Union Worker Made $119 in March

HOLLYWOOD, May 2. — Craft union workers in the studios averaged $119.17 weekly earnings in March, the California Department of Industrial Relations monthly report has revealed, for a work week averaging 40.7 hours. The February figures were $118.93 and 40.5.

Reviews

"Kamishia-Five Tales from Israel"

(Israel-America)

HERE is an astutely balanced package of five varied tales with entertainment value in comedy, drama and documentary. One immediate aspect of the Israeli-made film is its technical excellence, especially its razor sharp cinematography. The production will appeal to select audiences with tastes for good, foreign-made films, those interested in documentaries, and primarily those interested in Israel. The entire film is with English dialogue.

Probably the most touching of the five stories is one of striking humor and insight called "Deadline for Danny." It concerns the plight of a nine-year old boy whose best friend in the world, a cow, is headed for the butcher's axe because it no longer can produce milk. The series of exploits the boy goes through to spare the animal make top-grade entertainment in any language.

Another, "Son of Sulam," tells in semi-documentary fashion the strange exotic life of a nomad lad and his romance.

Deeply touching is "Jonathan and Tali" the story of a young Yugoslav mother who lost her two children in the maelstrom of war and ultimately finds them only to make a great sacrifice.

"We Chose Life" is a dramatic illustration of the achievements of the six-year-old life of Israel. "Song of Israel" has a singer tell in words and music the story of a shepherd and shepherdess and their idyllic love.

The production was made at Israel Motion Picture Studios in Herzliah, Israel, with Yehoshua Brandstatter as executive producer.

Running time, 110 minutes. General classification. For release, May 6.

"Angels One Five"

(Stratford)

DESPITE a generally pleasing story, with informative documentary aspects, this post-war tribute to the men of the R.A.F. who fought during World War II somehow never gains dramatic momentum. Main faults are a leisurely pace and lengthy conversation. The film's best reception will be in selective houses with a discriminating clientele.

Britain's popular Jack Hawkins plays the squadron leader who watches over his charges with hawk-like intensity. The story, in now familiar fashion, details the conflicts, loves and ambitions of the individual members of the squad. Attention focuses mainly on one, John Gregson, a young pilot who has trouble adjusting socially to his new circle. At first he is denied his wings, then winning them, he goes on to blunder out of boyish exuberance. Eventually he becomes a hero and finally a martyr.

Although the picture concentrates its main attention on the human relations of a handful of men, it does have scattered scenes of air combat and plotting room strategy. It occasionally flares into excitement, but more often it never gets off the ground.

John W. Gossage and Dereck Twist produced and George More O'Ferrall directed from the screenplay by Twist.

Running time, 98 minutes. Adult classification. Release date, May.

E-P Carried 10th Compo Ad Saturday

The friendship between motion pictures and newspapers is the theme of the 10th COMPO advertisement of a series of 26 published in "Editor & Publisher" on Saturday.

The ad calls attention to an address by a newspaper publisher in which he said "television is fighting for an advertiser's dollar and for a reader's time."

COMPO explains how both films and newspapers are allied and how the picture theatre by its advertising increases the paper's advertising dollar. The ad also calls attention to community interest between both media and how joint promotions swell circulation and brighten box offices.

N.E. 'Heart Award' To Walter Brown

BOSTON, May 2.—Walter A. Brown, president of the Boston Garden and chief barker of the Variety Club of New England, has been named the winner of this year's "Great Heart Award," an annual presentation of the local tent to the outstanding New England personality who has "done the greatest amount of good for the greatest number of people."

Brown agreed to accept the citation on the stipulation that all profits from the affair be given to the Jimmy Fund. The award will be presented at a dinner on May 27 in the Hotel Statler. More than 1,000 persons are expected to attend.

Ford Closed-Circuit Meet To Link 39 Cities Today

A 39-city closed circuit theatre television meeting of the Ford Motor Co. today will reach some 35,000 company employees, automobile salesmen and dealers throughout the United States, Bob Rosencranz, general sales manager of Box Office Television, announced at the weekend.

The two-hour program, which will begin at 11 a.m. EDT, is the biggest in Box Office Television's history, Rosencranz said. Ford executives from all parts of the country will address the meeting via the theatre TV circuit, he said.

The closed circuit program will be viewed in New York at the RKO Fordham in the Bronx and other RKO houses in Washington, Cleveland and Cincinnati. Stanley Warner houses in Pittsburgh, Milwaukee and Philadelphia will carry the confab.

Allied Artists Plans Three Features to Start This Month

HOLLYWOOD, May 2.—Three films for Allied Artists will be put before the cameras during May, according to executive producer Walter Mirisch.

The first will be "Jungle Gents," a Bowery Boys comedy to star Leo Gorcey and Huntz Hall, which producer Ben Schwalb will launch on Friday with Edward Bernds directing.

On May 24, producer William E. Selwyn will begin filming "The Bob Mathias Story" at Tulare, Calif., with Mathias in the star role and Francis D. Lyon directing.

Producer Lindsley Parsons' "Ketchikan" is scheduled to get underway on May 28. He currently is negotiating for a top star and director for this film which will be filmed in large part in Alaska.

Currently two productions, Walter Wanger's "The Adventures of Hajji Baba" in CinemaScope, and the William F. Broidy production of "Wanted by the F. B. I.", are being filmed for Allied Artists.

Friedlander Named Hospital Chairman

Emil Friedlander of Dazian's, Inc., here has been named chairman of the amusement division for the 55th anniversary celebration of the National Jewish Hospital at Denver, it was announced by T. J. Carroll, vice-president of Frederick Atkins, Inc., chairman of the event.

The hospital, which is the nation's pioneer free interfaith TB center, will mark its anniversary with a testimonial dinner to Hector Escobosa, president of I. Magnin & Co., on May 19 at the Waldorf Astoria Hotel.

Since its inception in 1899, the hospital at Denver has provided more than 4,000,000 days of free care to needy tuberculous patients from 6,000 communities throughout the United States.

'Eternity' 'Privacy' Suit Is Dismissed

Magistrate Arthur Dunaif of Flatbush Court, Brooklyn, dismissed Joseph Anthony Maggio's charge of invasion of privacy against the book and Columbia Pictures "From Here to Eternity."

The court decreed that "except for the alleged identity of name," the property did not in any wise point to or identify the complainant as the person in the book or film. The name Maggio itself was held by the court to be a "fairly common one."

Maggio had argued that he served in the same Army company with author James Jones, who later used the name of Angelo Maggio for one of the main characters in the book and picture.

Color Corp. Passes To Smith Associates

HOLLYWOOD, May 2.—Controlling interest in the Color Corporation of America has changed hands from the Donner Corporation to Benjamin Smith and associates. The latter also controls the Houston Fearless Corp. and the Houston Color Film Laboratory, Burbank, which processes Ansco Color film. A stockholders meeting is slated for Tuesday.

M-G-M's POLICY ON CINEMASCOPE PICTURES AND STEREOPHONIC SOUND...

A Statement by Charles M. Reagan, General Manager of Sales

In response to the demands of many motion picture exhibitors, M-G-M announces that it will release its CinemaScope pictures to all theatres capable of presenting them on a wide screen and with anamorphic projection.

Up to this time M-G-M CinemaScope productions have been available solely to those theatres which had installed stereophonic equipment suitable for magnetic sound tracks.

The new policy is designed to service theatres which present the single channel track as well as those equipped for magnetic sound and the new Perspecta sound.

Many theatres have voiced the opinion that motion picture distributing companies should furnish their CinemaScope productions to the many thousands of theatres which are not yet prepared to expand their sound facilities.

M-G-M has released only two CinemaScope productions. They are "KNIGHTS OF THE ROUND TABLE" and "ROSE MARIE." These productions will be made available to all theatres equipped with a screen wide enough to encompass the projection via the anamorphic lens.

Other M-G-M pictures announced for CinemaScope are "THE STUDENT PRINCE," "SEVEN BRIDES," "BRIGADOON," "ATHENA," "GREEN FIRE" and "JUPITER'S DARLING."

In connection with this announcement it is important for exhibitors to realize that all M-G-M pictures, in whatever dimension, will be released with Perspecta sound tracks permitting exhibitors to employ either stereophonic sound or single channel sound.

Exhibitors would be short-sighted if they did not take full advantage of this opportunity for improved presentation.

The exhibition without stereophonic sound of CinemaScope or other M-G-M pictures would eliminate an effect essential to their full enjoyment.

We cannot urge exhibitors strongly enough to install stereophonic devices.

To ignore the advantages of new sound techniques is a disservice to the public and an obstruction to the great future development of motion pictures. We are on the threshold of tremendous achievement and an improvement in presentation techniques. The failure of exhibitors to cooperate fully in the new advances would be to retard and discourage the great future which has already been revealed and is only in its early stages of development.

It would be sad indeed if exhibitors were induced into a lethargy and not inspired to take advantage of the wonderful opportunities presented by the inventions and achievements of great technicians working in the Studios.

Furthermore, we believe that the theatres which are equipped with stereophonic sound devices will have a great box-office advantage over those theatres not so equipped, and that the movie-going public, which has already put its stamp of approval on CinemaScope with stereophonic sound will further demonstrate its acceptance by preferring to attend those theatres properly equipped for the new type of presentation.

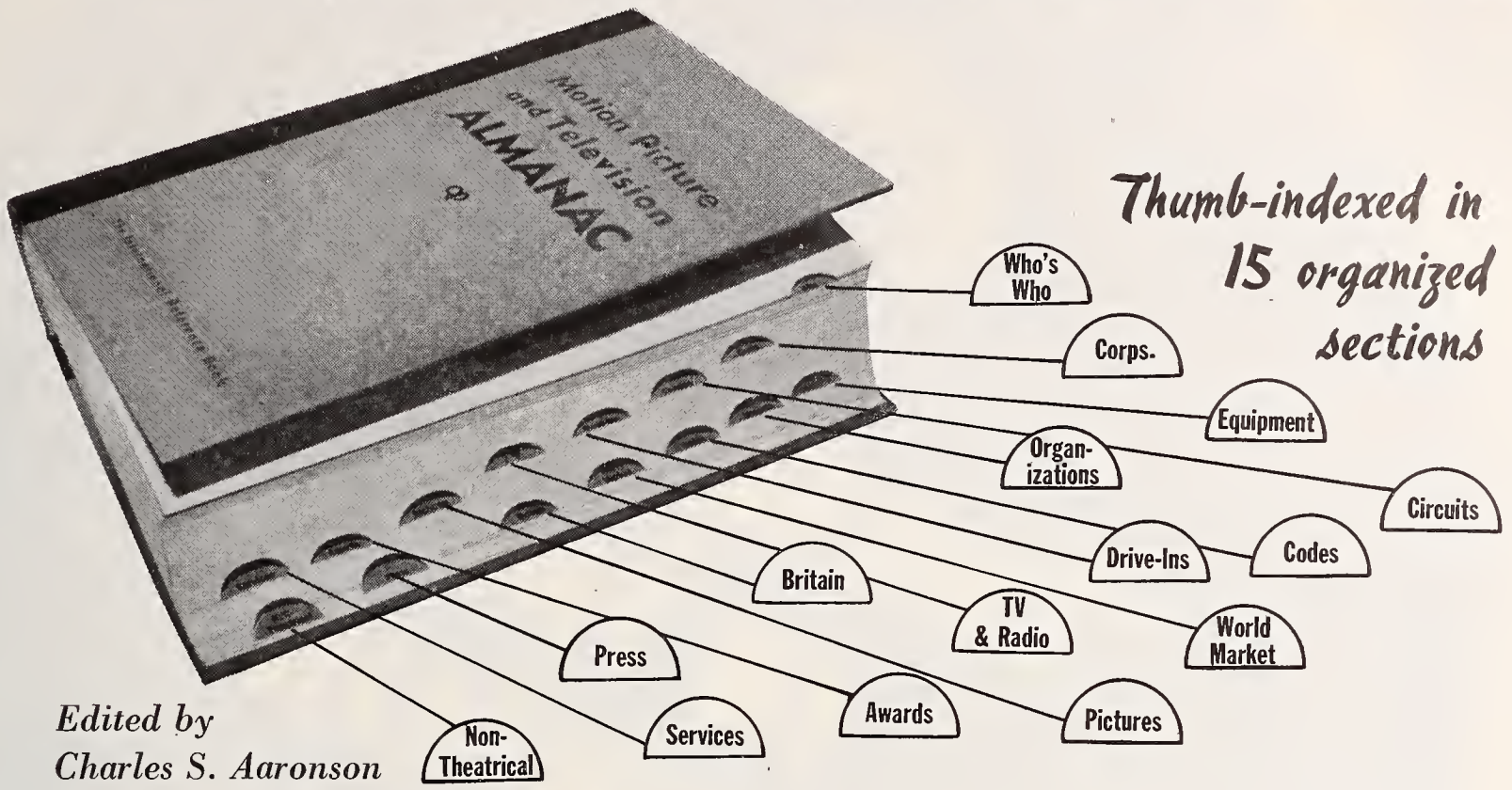
An exhibitor who does not wish to see motion pictures presented under the best possible circumstances is not keeping faith with his public and we sincerely hope and strongly recommend that those theatres playing M-G-M pictures will install stereophonic sound devices if they have not already done so.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
March 14	MR. PDTTS GDES TD MOSCOW Oscar Homolka Nadia Gray C—93 min. (5400) (Rev. 9/14/53)	(March Releases) IT SHDULD HAPPEN TD YOU Judy Holliday Peter Lawford Jack Lemmon C—87 min. (Rev. 1/15/54) BATTLE OF RDGUE RIVER (Color) George Montgomery Richard Denning Martha Hyer D—71 min. (Rev. 3/1/54) BAIT Cleo Moore Hugo Haas John Agar D—79 min. (Rev. 2/17/54) (3-D) JESSE JAMES VS. THE DALTONS (Color) Brett King Barbara Lawrence W—65 min. (Rev. 2/4/54)			(March Releases) RED GARTERS (Color-Stereophonic Sound) Rosemary Clooney Jack Carson Guy Mitchell Pat Crowley MC—91 min. (Rev. 2/1/54) THE NAKED JUNGLE (Color) Eleanor Parker Charlton Hesion D—95 min. (Rev. 2/15/54)		CARNIVAL STORY (Color) Anne Baxter Sieve Cochran D—95 min. (Rev. 3/24/54)	(March Releases) NIGHT PEOPLE (CinemaScope—Color) Gregory Peck Broderick Crawford Anita Bjork Rita Gam D—93 min. (Rev. 3/12/54) NEW FACES (CinemaScope—Color) Ronny Graham Eartha Kitt Robert Clary M—98 min. (Rev. 2/19/54) RACING BLODD (Color) Bill Williams Jean Porter Jimmy Boyd D—76 min. (Rev. 3/19/54)	(March Releases) BEAT THE DEVIL Humphrey Bogart Jennifer Jones Gina Lollobrigida D—92 min. (Rev. 3/4/54) ACT OF LDVE Kirk Douglas Dany Robin D—108 min. (Rev. 12/18/53) THE GOLDEN MASK Van Heflin Wanda Hendrix D—88 min. (Rev. 3/11/54) THE SCARLET SPEAR (Color) Martha Hyer John Bentley D—78 min. (Rev. 3/12/54)	(March Releases) SASKATCHEWAN (Color) Alan Ladd Shelley Winters D—87 min. (Rev. 2/24/54) RIDE CLEAR DF DIABLD (Color) Audie Murphy Dan Duryea Susan Cabot Abbe Lane WD—80 min. (Rev. 2/4/54) (3-D) CREATURE FROM THE BLACK LAGOON Richard Carlson Julia Adams D—79 min. (Rev. 2/9/54)	DUFFY OF SAN QUENTIN Paul Kelly Joanne Dru Louis Hayward D—78 min. (Rev. 2/15/54) (3-D) PHANTOM OF THE RUE MDRGUE (Color) Carl Malden Claude Dauphin Patricia Medina D—84 min. (Rev. 3/1/54)
March 21	DRAGONFLY SQUADRON John Hodiak Barbara Britton D—83 min. (Rev. 2/9/54)		FANGS DF THE WILD Charles Chaplin, Jr. Dnslow Stevens Margia Dean D—(5311)—74 min. (Rev. 3/12/54)	GYPSY CDLT (Color) Donna Corcoran Ward Bond Frances Dee D—72 min. (Rev. 1/28/54)		GERALDINE John Carroll Mala Powers MC—90 min. (5302)	(3-D) SON OF SINBAD (Color) Dale Robertson Sally Forrest Lili St. Cyr D		(April Releases) SDUTHWEST PASSAGE (Color) Rod Cameron Joanne Dru W—82 min. (Rev. 4/9/54)) HEIDI Elsbeth Sigmund D—98 min. (Rev. 12/24/53) THE LONE GUN (Color) George Montgomery Dorothy Malone W—78 min. (Rev. 4/6/54) (Re-Release) CHAMPION Kirk Douglas Arthur Kennedy Ruth Roman Marilyn Maxwell D—99 min. (Rev. 3/4/49) (Re-Release) HOME OF THE BRAVE James Edwards Frank Lovejoy Sieve Brodie D—88 min. (Rev. 4/29/49)		RIDING SHOTGUN (Color) Randolph Scott Wayne Morris Joan Weldon W-75 min. (Rev. 3/4/54)
March 28	LOOPHDLE Barry Sullivan Dorothy Malone Mary Beih Hughes D—80 min. (5414) (Rev. 2/19/54)										
Apr. 4	PRIDE DF THE BLUE GRASS (Color) Lloyd Bridges Vera Miles D—71 min. (Rev. 2/19/54)		HEAT WAVE Alex Nicol Hillary Brooks D— (5310)	RHAPSODY (Color) Elizabeth Taylor Vittorio Gassman John Ericson D—115 min. (Rev. 2/16/54)		THE UNTAMED HEIRESS Judy Canova Don Barry George Cleveland C—70 min. (Rev. 4/22/54)	THE SAINT'S GIRL FRIDAY Louis Hayward Naomi Chance D—68 min. (Rev. 3/17/54)				
Apr. 11	THE DESPERADD Wayne Morris W—(5426)							(April Releases) PRINCE VALIANT (CinemaScope-Color) James Mason Janet Leigh Robert Wagner Debra Paget D—105 min. (Rev. 4/2/54) THE ROCKET MAN George Winslow Charles Coburn Spring Byington D—79 min. (Rev. 4/28/54) THE SIEGE AT RED RIVER (Color) Van Johnson Joanne Dru W—81 min. (Rev. 3/19/54)		(April Releases) MA AND PA KETTLE AT HOME Marjorie Main Percy Kilbride C—81 min. (Rev. 3/11/54) YANKEE PASHA (Color) Jeff Chandler Rhonda Fleming D—84 min. (Rev. 3/12/54) RAILS INTD LARAMIE (Color) John Payne Mari Blanchard Dan Duryea WD—81 min. Rev. 3/19/54	LUCKY ME (CinemaScope-Color) Doris Day Robert Cummings Phil Silvers M—109 min. (Rev. 4/9/54))
Apr. 18		(April Releases) DRIVE A CROOKED RDAD Mickey Rooney Dianne Fosier D—82 min. (Rev. 3/17/54) THE IRON GLOVE (Color) Robert Siack Ursula Thiess Richard Siapley D—77 min. (Rev. 3/25/54)			(April Releases) CASANOVA'S BIG NIGHT (Color) Bob Hope Joan Fonjaine Basil Rathbone Audrey Dalton C—86 min. (Rev. 3/1/54)					
April 25	ARROW IN THE DUST (Color) Sterling Hayden Coleen Gray Keith Larsen D—80 min. (Rev. 4/19/54)			EXECUTIVE SUITE All Star Cast D—106 min. (Rev. 2/23/54)							
May 2		(May Releases) THE MIAMI STORY Barry Sullivan Luther Adler Adele Jergens D—75 min. (Rev. 3/31/54) MASSACRE CANYON Phil Carey Audrey Totter D—66 min. (Rev. 4/9/54) (3-D) THE MAD MAGICIAN Vincent Price Mary Murphy Eva Gabor D-72 min. (Rev. 3/29/54)					SUSAN SLEPT HERE (Color) Dick Powell Debbie Reynolds Anne Francis C—				
May 9	THE FORTY NINERS Bill Elliott (5424)		MDNSTER FROM BENEATH THE SEA Anne Kimbell Stuart Wade D—(5328)	FLAME AND THE FLESH (Color) Lana Turner Pier Angeli Carlos Thompson D—104 min.		JUBILEE TRAIL (Color) Vera Ralston Joan Leslie John Russell Forrest Tucker D—103 min. (Rev. 1/18/54)	SILVER LDDE (Color) John Payne Dan Duryea Lizabeth Scott W—	(May Releases) RIVER OF NO RETURN (CinemaScope-Color) Marilyn Monroe Robert Mitchum WD—91 min. (Rev. 4/23/54) (2-D and 3-D) GORILLA AT LARGE (Color) Cameron Mitchell Anne Bancroft D—	(May Releases) THE LONG WAIT Anthony Quinn Charles Coburn Gene Evans Peggie Castle D—90 min. (Rev. 4/28/54) WITNESS TO MURDER Barbara Stanwyck George Sanders Gary Merrill D—83 min. (Rev. 4/15/54) THE YELLOW TOMAHAWK (Color) Rory Calhoun Peggie Castle W— CAPTAIN KIDD AND THE SLAVE GIRL (Color) Anthony Dexter Eva Gabor D—	(May Releases) FIREMAN, SAVE MY CHILD Spike Jones Buddy Hackett Hugh O'Brien C—80 min. (Rev. 4/26/54) PLAYGIRL Shelley Winters Barry Sullivan Coleen Miller Richard Long D—85 min. (Rev. 4/19/54)	(Re-Release) A GIRL FOR JOE (Formerly "Force of Arms") William Holden Nancy Olson Frank Lovejoy D—100 min. (Rev. 8/14/51) (Re-Release) GUY WITH A GRIN (Formerly "No Time for Comedy") James Stewart Rosalind Russell C-93 min. (Rev. 9/9/40)
May 16			THE CDWBOY (Color) Special Cast W—69 min. (5308)								
May 23			RIVER BEAT Phyllis Kirk John Bentley D—	THE STUDENT PRINCE (Color) Ann Blyth Edmund Purdom MD—							DIAL M FOR MURDER Ray Milland Grace Kelly Robert Cummings D—105 min. (Rev. 4/27/54)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama (M) Musical (C) Comedy (O) Outdoor Action Production Number (Re-Release) (3-D) Three Dimension Picture (W) Western (MC) Mystery-Comedy (MD) Musical-Drama (WD) Western-Drama)

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VOL. 75. NO. 85 NEW YORK, U.S.A., TUESDAY, MAY 4, 1954 TEN CENTS

Warns Against Ad Cuts

Reade Cites Showmanship Role of Quigley Awards

(Picture on Page 3)

Strongly recommending greatly increased encouragement of showmanship efforts throughout the industry, Walter Reade, Jr., president of the Walter Reade circuit and of Theatre Owners of America, yesterday told the 20th annual Quigley Showmanship Awards judges at a luncheon at Toots Shor's here that advertising of all kinds and in all media should be the basis of the increased effort.

Reade also urged a more important role in exhibition for the theatre manager, describing him as the industry's best public relations asset through his direct, daily contact with the public.

Reade was introduced by Martin Quigley, who announced to the showmanship judges that a new award will be added to the annual contest beginning with this year for the best operation and maintenance of theatre concessions, based on showmanship and individual initiative. It was announced also that hereafter a winner of the Quigley Grand Award will not again be eligible for the top prize. The rea-

(*Continued on page 3*)

To Set 16mm. Suit Trial Date in Sept.

The date for the trial of the Government's 16mm anti-trust suit against 12 distributor defendants will be set in September, Sam Flatow, who will represent the government in this case, said here yesterday.

Dismiss ELC Trust Action

Federal District Court Judge Augustus N. Hand yesterday dismissed the $15,000,000 anti-trust suit of Chesapeake Industries against Loew's and RKO Theatres. The plaintiffs announced immediately that they would appeal.

Justice Hand, sitting as jurist in the New York Federal District Court here, ruled that the release agreement between Chesapeake Industries and United Artists of December, 1953, applied to all defendants and alleged

(*Continued on page 6*)

Keen Interest

TRADE PREPARES FOR 20TH'S FORUM

Stanley Warner Goes Outside Field to Buy the Latex Corp.

In its first move outside the entertainment field, Stanley Warner Corp. has acquired the International Latex Corp., according to a joint statement here yesterday by S. H. Fabian, president of Stanley Warner, and A. N. Spanel, board chairman of International Latex. The company, founded in 1932, manufactures Platex products and produces girdles, infants' wear, home hair-cutters and branded foam pillows. Through this acquisition, Stanley Warner becomes a $100,000,000 company, the announcement said.

International Latex is reported to have had an exceptional growth record with its sales volume increasing from under $4,000,000 in 1946 to over

(*Continued on page 4*)

Event to Draw Theatre Leaders: M-G-M's Sound Policy Is Acclaimed

Mushrooming developments on the CinemaScope medium had the industry buzzing here yesterday, with exhibitors expressing keen interest in Thursday's open forum meeting to be conducted by 20th Century-Fox.

A warm reception to M-G-M's announcement that it will no longer require stereophonic sound for its CinemaScope pictures was offered by Walter Reade, Jr., president of Theatre Owners of America. Allied States Association sources here declined to be quoted, but pointed to Allied's standing position against making stereophonic sound mandatory for any presentation.

Meanwhile, both national exhibitor organizations made preparations to

(*Continued on page 4*)

Makelim Welcomed By Rocky Mt. Group

DENVER, May 3. — The kickoff here of the Makelim plan to make a dozen films for the independent theatre was well accepted at the annual convention of Allied Rocky Mountain Independent Theatres, with more than the quota signing up before the con-

(*Continued on page 6*)

Arbitration Meeting Now Set for May 24

The all-industry meeting to discuss an industry arbitration system has been scheduled for May 24 at the Astor Hotel here, having been deferred from May 17, the previous date.

Eric Johnston, president of the Motion Picture Association of America, will send the invitations to the exhibitor organizations personally. It

(*Continued on page 6*)

Rep. '54-'55 Program To Rival '53: Yates

HOLLYWOOD, May 3.—Republic Pictures currently is laying the groundwork for a program of features for 1954-55 comparable to last year's $15,000,000 program, it was disclosed here today by Herbert J. Yates, president of the company. The first picture, said Yates, will go into production next month.

Among the new season's product are

(*Continued on page 6*)

Includes 'Credit Pool'

McGee Proposes 3 Plans To Ease Product Dearth

OKLAHOMA CITY, May 3.—The co-chairman of Council of Motion Picture Organizations national tax repeal committee today proposed three possibilities to solve the product shortage, including a credit pool backed by exhibitors to encourage production. Pat McGee, general manager of the Cooper Foundation Theatres, said exhibitors must find an answer to the shortage "or go out of business."

At an exhibitor meeting of Theatre Owners of Oklahoma, Inc., honoring McGee's work in the tax repeal campaign, he said that he plans a personal campaign to bring theatre owners into the fight for more films. "What I want to do is see that exhibitors ex-

(*Continued on page 6*)

House Okays Census Of Business Bill

WASHINGTON, May 3.—The House passed and sent to the Senate a bill to authorize the Federal Government to make a census of business and manufacturing next year, based on this year's business.

The census would get full informa-

(*Continued on page 6*)

ALLIED REVISES SCHEDULE OF MEETINGS WITH HAL MAKELIM

WASHINGTON, May 3.—Allied States Association announced a revised schedule of exhibitor meetings to hear Hal R. Makelim outline his plan for producing films.

Makelim has agreed to make 12 films, to be released at the rate of one a month, if 2,500 exhibitors agree to take the films at fixed rentals. The meetings are being held to permit Makelim discuss his production plans in greater detail and to permit exhibitors to sign up for the plan. The meetings were set up and announced by Trueman T. Rembusch for Allied.

Today the plan is being aired in Denver at the annual convention of Allied Rocky Mountain. Tomorrow

(*Continued on page 6*)

J. R. Poppele Heads 'Voice of America'

WASHINGTON, May 3.—J. R. Poppele, former vice-president in charge of engineering for the Mutual Broadcasting System, has been appointed head of the United States Government's Overseas Radio-Television Program.

This is the so-called "Voice of

(*Continued on page 6*)

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, is scheduled to return to New York from London tomorrow via B.O.A.C. Monarch.

•

DON HARTMAN, Paramount Pictures executive producer, arrived in New York yesterday from Europe aboard the "Ile de France" and will leave here today by plane for the Coast.

•

RONALD NEAME, writer, will arrive in New York tomorrow from the Coast. He will leave here the following day for England.

•

WALTER WALDMAN, Paramount Pictures home office publicist, was married Friday to SUSIE BERG, of "Newsweek."

•

LOUIS W. SCHINE and DONALD G. SCHINE, of the Schine Theatre Circuit, were in Albany from Gloversville.

•

SUSAN ZANUCK, daughter of Darryl Zanuck, and her husband, ANDIE HAKIM, have left New York for Paris via TWA.

•

MRS. ALAN SHAW, wife of the manager of the Cloverleaf Drive-in, Cleveland, is a patient at St. Vincent's Hospital in that city.

•

NORMAN MORAY, Warner Brothers short subject sales manager, has returned to New York from Hollywood.

•

CEDRIC GIBBONS, M-G-M studio art director, will arrive here from the Coast on Friday.

•

PAUL MCNAMARA, vice-president of Telemeter Corp., left New York yesterday for Hollywood.

•

WALTER REILLY, executive assistant to DORE SCHARY at the M-G-M studio, will arrive in New York tomorrow from Hollywood.

•

IRVING BERLIN arrived in New York from Europe yesterday on the "Ile de France."

•

ALAN HARTMAN, RKO Pathe account executive, is in Schenectady from New York.

•

LARRY MORRIS, film buyer for B. S. Moss, Inc., will return to New York on May 10 from Florida.

•

WALTER FUTTER, representative for the German Vidoscope lenses, has left New York for Hollywood.

•

JANET BLAIR has arrived here from Hollywood.

Remodel Okla. House

OKLAHOMA CITY, May 3.—The Criterion Theatre here closed today for a $90,000 remodeling, which will include new main floor seats. The job will take from four to six weeks, said Gordon Leonard, manager of the Cooper Foundation theatre.

'Line' Opens Here May 14 Sans Seal

Following deletion of a part of Jane Russell's dance number in "The French Line," the censor boards of New York, Pennsylvania, Maryland and Detroit have approved the RKO Radio Pictures release for exhibition.

This was learned here yesterday on the heels of RKO's announcement that the picture, which still does not have a Production Code seal, will open at the Criterion Theatre on May 14 in its initial Broadway showing here.

The film still is being banned in Ohio and Boston. The Motion Picture Association of America has imposed a $25,000 fine on RKO Radio Pictures for exhibiting the film minus a code seal, a fine against which RKO has yet to appeal or pay.

Court Adjourns Suit Of Orpheum Theatre

HOLLYWOOD, May 3.—Pre-trial hearings in the Metropolitan Theatres $900,000 suit against major distributors charging conspiracy to deprive the Los Angeles Orpheum Theatre of first run product adjourned today, with Federal Judge Harry C. Westover giving the plaintiffs 30 days to prepare arguments on the admissibility of the Paramount consent decree as proof that conspiracy existed, and giving the defendants 20 days thereafter to file arguments as to whether the public was injured by the alleged conspiracy.

Robert L. Wright, former Government counsel, acted on behalf of the plaintiffs as associate to the Metropolitan counsel. The case is set for trial September 13th.

2 RKO Stockholders Withdraw Actions

Two stockholders of RKO Pictures Corp. withdrew a Supreme Court suit yesterday which asked for appointment of a receiver on the grounds that with the purchase of all company assets by Howard Hughes, their petition has become academic.

Hughes, who purchased RKO Pictures Corp. and its subsidiary, RKO Radio Pictures, for $23,489,478, allowed all stockholders to turn in their stock at $6 per share by May 17.

Tom Tyler Dead

DETROIT, May 3.—Vincent Marko, known as Tom Tyler in his portrayal of a cowboy in numerous westerns, died in his suburban Hamtramck, Mich., home at the age of 50, culminating a prolonged illness. He played his first screen role in 1927 and in 1942 was voted the Money-making Western Star of the year in the annual poll conducted by "Motion Picture Herald." He is survived by two sisters.

To Honor Rydge

Norman Rydge, head of Greater Union Theatres, Australia, and Mrs. Rydge are scheduled to arrive in New York May 8. He will be the honor guest of the Motion Picture Export Association directors at a luncheon at the Harvard Club here on May 11.

Cinerama Set For Capitol, Cinci.

CINCINNATI, May 3.—RKO has closed the 2,000-seat Capitol Theatre, but the house will be leased to Cinerama for a possible re-opening in mid-June. RKO had been operating the theatre pending final disposition of the property under the Government consent decree, having repossessed it following the death of Maurice White of Midstates Theatres when the leasees found it impossible to continue operation.

Winikus to Outline UA Promotion Plans

Francis M. Winikus, national director of advertising, publicity and exploitation for United Artists, will detail the new promotion program supporting the company's record 35th anniversary release schedule at the windup session of UA's regional sales convention in Philadelphia tomorrow.

The three-day meeting at the Warwick Hotel, which is being attended by key sales personnel from the Eastern and Southern territories, is being presided over jointly by vice-presidents William J. Heineman and Max E. Youngstein and general sales manager B. G. Kranze.

Other home office ad-pub-exploitation executives participating in the regional conference finale will be: Alfred J. Tamarin, assistant director of advertising, publicity and exploitation; Mort Nathanson, publicity manager; Roger Lewis, advertising manager, and Mori Krushen, exploitation manager.

Territorial sales heads attending the Philadelphia convention are Eastern-Southern division manager Milton E. Cohen, New York Metropolitan district manager Fred Meyers, Eastern district manager John Turner, Southern district manager George Pabst and Eastern-Southern contract manager John Hughes.

F. C. Walker in Hospital

SCRANTON, Pa., May 3.—Frank C. Walker, chairman of the board of Comerford Theatres, who was admitted to St. Mary's Hospital here on Friday, was reported to day to be in good condition with indications that he may leave the hospital before the end of the week. Details of his illness were not disclosed.

Mrs. Ilg Dead

CLEVELAND, May 3.—Funeral services were held today in Lorain for the wife of August Ilg, pioneer exhibitor who owned and operated the Ohio Theatre, Lorain, until its recent sale. She died suddenly of a heart attack. A daughter, Elizabeth, also survives.

WB Guard Dies

HOLLYWOOD, May 3.—Funeral services were held today in Glendale, for Jack Manning, 64, veteran Warner Bros. police officer. On the force for 25 years, Manning died Friday after a lingering illness.

Western Division on Top at the Close of 'U' Feldman Drive

Universal Pictures' 17 weeks "Charles J. Feldman annual sales drive" with $35,000 in prizes to be distributed among the company's division, district, branch and office managers, salesmen and bookers, concluded on Saturday with what was described as a record shattering week which set a new all-time high in weekly billings.

On the basis of the unaudited final standings, the western division headed by Foster M. Blake, Western sales manager, was the winning division. The winning district was that of P. F. Rosian which comprised the Cleveland, Detroit, Pittsburgh and Washington branches. Second place among the districts went to Manie M. Gottlieb whose branches are Chicago, Indianapolis, Milwaukee and Minneapolis, while third place was captured by Barney Rose's district which includes the Los Angeles, Portland, San Francisco and Seattle exchanges.

The winning branch office was Buffalo headed by Dave Miller. Second place was taken by Des Moines, managed by Lou Levy; third by New Haven, which was managed by Harold Saltz; fourth by Los Angeles, headed by Abe Swerdlow, and fifth by Milwaukee, managed by M. P. "Pat" Halloran.

Final auditing and distribution of the prizes to the winners will not take place for several weeks.

Ford Closed Circuit Meet 'Successful'

The Ford Motor Co.'s closed circuit sales meeting yesterday was described as "most successful," judging by scores of telegrams received here by Box Office Television, general sales manager Bob Rosencranz said. The telecast was seen in 39 cities throughout the U. S.

"Reception was highly satisfactory in the theatres," he said. "The telecast came off without a hitch and was viewed by approximately 35,000 persons."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"ROSE MARIE"
starring
Ann BLYTH Howard KEEL Fernando LAMAS
in CinemaScope
Photographed In EASTMAN COLOR
An M-G-M Picture — and the MUSIC HALL'S GREAT EASTER STAGE SHOW

CREATURE FROM THE BLACK LAGOON 3D
Starring RICHARD CARLSON-JULIA ADAMS
PARAMOUNT

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Reade Lauds Showmanship

(*Continued from page* 1)

son for this restriction, it was explained, was to broaden the base of the annual competition by insuring it of new winners regularly.

The large number of entries examined and voted upon by the industry advertising-publicity executives who comprise the committee of judges was among the highest received in any contest since the Quigley Awards were begun. Results of the balloting will be announced in a few days on completion of the tabulations.

Praises Awards

Reade lauded the annual Quigley Showmanship Awards for having accomplished more in the way of keeping theatre men in the field thinking of showmanship than any other single factor in the industry over the past 20 years.

"Apart from the Quigley Awards," he said, "so little has been done to encourage showmanship and to improve this most important contribution to all branches of the industry."

Reade pointed out that the new technical processes have provided a great potential for showmanly efforts but that actually very little has been done in this field to date by exhibitors. However, he said, he believes showmanship in that area is on the increase now.

He strongly urged that "no matter how tough business may be," advertising budgets should not be cut.

Sees Advertising Vital

Reade urged that all forms of advertising be used, trade paper, trailers, accessories, 24-sheets and everything available, as well as national and local advertising in all media. He said more exhibitors should take advantage of the 50-50 cooperative advertising offers of distributors "who also have advertised nationally and who, in many cases, are in for no more than a 35 per cent participation in the earnings."

New ways and means of selling should be explored, Reade emphasized, declaring that "advertising should be the last instead of the first place to start to cut."

The TOA president also called for added attention to obtaining and training new executive leadership for the industry's future years. He commended the AMPA school in this respect but expressed regret that it hadn't attracted as many persons as it deserved. The theatre manager, as the "best potential public relations man in the industry," Reade said, should be included in policy conferences and executive decisions. He should be taken into the confidence of the theatre owner and operator, Reade said. He also urged greater attention to the theatre's role as a community center, reminding that this can be one of its most important functions .

Eight on Dais

Seated at the dais besides Quigley and Reade were Herman Robbins, president of National Screen Service;

SALES LABOR RELATIONS ADMINISTRATION

My quarter century of discreet, distinguished, film executive assignments is currently available for consultant or staff use. Superior business, military, and citizenship record. Vigorous health.

Box 504, Motion Picture Daily, 1270 Sixth Ave., New York 20.

AT QUIGLEY AWARDS JUDGING



DAIS section at luncheon at Toots Shor's yesterday for committee of judges for the 20th annual Quigley Showmanship Awards (left to right): Russell Downing, president and managing director of Radio City Music Hall; Herman Robbins, president of National Screen Service; Walter Reade, Jr., president of Walter Reade Theatres and of Theatre Owners of America; Martin Quigley, William German, president of William J. German, Inc.

Russell Downing, president and managing director of Radio City Music Hall; William J. German, president of W. J. German, Inc.; David Griesdorf, general manager of Odeon Theatres, Canada; Emil Bernstecker, district manager, Wilby-Kincey Theatres, Atlanta, and Douglas Ewin, manager of the Savoy Theatre, Stourbridge, England, winner of the Associated British Cinemas' showmanship contest, who is in America in the course of a prize trip.

Judges Attend

Others on the committee of judges who were present were: Paul Ackerman, director of advertising, publicity and sales promotion, Paramount International; Leon J. Bamberger, sales promotion manager, RKO Radio Pictures; Fortunat Baronat, director of publicity, Universal International Films, Inc.; David Blum, publicity director, Loew's International Corporation; Sidney Blumenstock, advertising manager, Paramount Pictures; Lige Brien, director of promotion and special events, United Artists Corporation; Rodney Bush, exploitation manager, Twentieth Century-Fox Films; Charles Cohen, Twentieth Century-Fox Films; Samuel Cohen, foreign publicity manager, United Artists Corporation; Martin Davis, Samuel Goldwyn Productions; Dick Dickson, Roxy Theatre; Steve Edwards, director of advertising and publicity, Republic Pictures; Ernest Emerling, advertising-publicity department, Loew's Theatres; Michael Edelstein, RKO Radio Theatres Corp.; Lynn Farnol, New York.

Also: Albert Floersheimer, Jr., director of advertising and publicity, Walter Reade Theatres; Thomas Gerety, Metro-Goldwyn-Mayer; Melvin L. Gold, director of advertising and publicity, National Screen; Edgar Goth, director of advertising and publicity, Stanley Warner Corporation; David Griesdorf, general manager, Odeon Theatres (Canada) Limited; Charles R. Hacker, manager of operations, Radio City Music Hall; Jean Herrick, "Look Magazine"; Mervin Houser, eastern director of advertising, RKO Pictures; G. R. Keyser, publicity-advertising director, Warner Bros. Pictures International Corp.; Mori Krushen, exploitation manager, United Artists Corp.; Ralph Lager, head of theatre operations, Century Theatre; Bernard Lewis, I. F. E. Releasing Corp.; Lawrence H. Lipskin, assistant to the president, Columbia Pictures; Fred L. Lynch, director of publicity and advertising, Radio City Music Hall.

From All Branches of Industry

Also: Irving Ludwig, sales administrator, Walt Disney Productions; Harry K. McWilliams, Screen Gems, Inc.; Harry Mandel, national director advertising and publicity, RKO Theatres Corp.; Robert Mochrie, vice-president, Samuel Goldwyn Productions; Rutgers Neilson, director foreign advertising and publicity, RKO Radio Pictures Corporation; Sidney Newman, Skouras Theatres; Jerome Pickman, vice-president, Paramount Film Distributing Corp.; Arthur Pincus, assistant publicity director, Loew's International Corp.; Dick Pitts, director of public relations, Theatre Owners of America; Sid Rechetnik, Warner Pictures; Leslie B. Roberts, J. Arthur Rank Organization; Montague Salmon, managing director, Rivoli theatre; Sidney Schaefer, director media and printed advertising, Columbia Pictures; Charles Schlaifer, Charles Schlaifer & Company, New York; Herb Steinberg, national exploitation manager, Paramount Film Distributing Corp., and Mead Walworth, sales promotion manager, Westrex Corporation.

EXHIBITOR'S CORNER



Q. *WHAT'S THE BUILT-IN SHOW-SAVER IN THE "BUTTON-ON" SOUNDHEAD?*

A. *THE SOFT-LOOP* film path is the down-to-earth idea that makes the difference in magnetic soundheads. This soft, slack loop of film soaks up jolts and jerks caused by bent reels and defective splices—gives you flutter-free sound—relieves you of the embarrassment of film breaks.

Q. *WHERE CAN YOU get complete information on stereophonic sound equipment?*

A. *YOUR LOCAL INDEPENDENT RCA THEATRE SUPPLY DEALER* can answer all your questions—AND he can now offer you quality stereophonic sound at a rock-bottom price.

RCA

RADIO CORPORATION of AMERICA

THEATRE EQUIPMENT

CAMDEN, N.J.

20th Plans Larger Meeting Quarters

Twentieth Century-Fox, acting on the proportions of the response to its call for an open-meeting of exhibitors on CinemaScope's future, began making plans yesterday for larger quarters.

Plans are under way, it was stated, to convert an entire floor of the company's home office here to a meeting hall for Thursday's session. Should the response continue to mount, it was added, there could be a final change of plans to a midtown hotel. Previously, it was expected that company's Little Theatre would be adequate for the gathering, invitations to which have been sent to one thousand exhibitors in the U. S.

President Spyros P. Skouras, in Europe, was apprised of the developments and cabled executives at the home office, it was added, that he was "overjoyed at the response and the interest being shown by exhibitors in CinemaScope and its future."

Every Type Represented

A cross-section of exhibition ranging through every type of theatre and from every locale is expected at the meeting.

Meanwhile, 20th-Fox has called in its division and branch managers from the company's 38 domestic and Canadian offices to attend Thursday's conference.

Division sales managers attending will be Herman Wobber, western division, and assistant division head Bryan D. Stoner; Harry Ballance, Southern, and assistant division manager Paul S. Wilson; Martin Moskowitz, Empire State; T. O. McCleaster, Central; M. A. Levy, Mid-West; and Peter Myers, Canadian.

Wide Interest in 'Forum'

(*Continued from page* 1)

have delegations present at the Thursday 20th-Fox exhibitor meeting on the "future" of CinemaScope.

In the midst of these developments, a strong reaffirmation in support of stereophonic sound was expressed here by Harry Brandt, president of the Independent Theatre Owners Association of New York. "Regardless of what M-G-M does," Brandt declared, "stereophonic sound is here to stay."

Allied's watch-dog committee, set up to probe new media, consisting of Wilbur Snaper, Sidney Samuelson and Irving Dollinger, will attend 20th-Fox's CinemaScope forum. Ben Marcus, Allied president, is unlikely to attend, it was learned, due to the proximity of the Allied board of directors meeting in Minneapolis, which opens Saturday. Abram F. Myers, Allied general counsel, also will not be present because of prior commitments at regional Allied meetings.

Many TOA members, like those of Allied, will attend as individuals. Among those who will officially represent TOA at the 20th-Fox conference are Alfred Starr, former TOA president; Myron Blank, of Des Moines; Albert M. Pickus, of Connecticut, and Horace Denning, of Florida. President Reade will not attend due to a prior commitment in Little Rock, Ark., to address the regional TOA unit there.

Neither TOA nor Allied spokesmen would comment for the record at this stage on what 20th-Fox will do as a consequence of the mass meeting of exhibitors, but an Allied source left no doubt that Allied will use the forum as a vehicle to express its opposition against the required use of stereophonic sound for CinemaScope presentation. TOA's position, too, has been against the required use of stereophonic sound.

Reade, in his congratulatory message to Charles Reagan, M-G-M general sales manager, said "it was gratifying to note in today's trade press that the fine product of your company now is available to the maximum number of theatres possible. This decision, following numerous and strong requests by our organization, is appreciated."

Meanwhile, a spokesman for 20th-Fox said yesterday that the company would have no official comment on Loew's announcement on stereophonic sound. However, the 20th-Fox spokesman pointed out that the Loew's announcement was in no way connected with the calling of the exhibitor open meeting. The results of that meeting, he said, will be influenced only by what is said and done while it is in progress.

Brandt Expects Universal Use

ITOA president Brandt, commenting on the CinemaScope developments, contended that no matter what M-G-M does, eventually all pictures will be made with stereophonic sound. It is a question of time, Brandt held, before stereophonic sound equipment becomes standard equipment. Competitive conditions, Brandt maintained, will necessitate stereophonic sound installations because, as he put it, "anything less than the best is going to suffer in comparison."

ITOA will be well represented at the 20th-Fox meeting, Brandt added.

'Executive' at Hall

M-G-M's "Executive Suite" will open at the Radio City Music Hall on Thursday.

Stanley Warner Buys Latex Corp.

(*Continued from page* 1)

$30,000,000 in 1953. Net working capital has increased from less than $400,000 in 1946 to over $11,000,000 at present. Net worth has increased from $2,000,000 in 1946 to about $15,000,000 currently, the announcement said.

Stanley Warner paid $15,000,000 in cash for 100 per cent of the preferred and common stock of International Latex. No stock of Stanley Warner Corp. was issued or involved in the deal.

Stanley Warner financed this acquisition by means of a six-year term bank loan with a group of banks headed by the First National Bank of Boston. The other banks are the New York Trust Co., Guaranty Trust Co. of New York, Bankers Trust Co., the First National Bank of the City of New York and the Fidelity-Philadelphia Trust Co. of Philadelphia. The loan established a $20,000,000 credit, of which $15,000,000 has been borrowed with interest payable at the rate of 3¾% per annum.

The combined resources augment the financial strength of Stanley Warner and will be used to facilitate the growth and expansion programs of both Stanley Warner and International Latex, it was said.

"In January," said Fabian, "the Stanley Warner stockholders approved an amendment to our charter permitting diversification of the company's activities into other fields. The acquisition of International Latex Corp. is part of a constructive far-reaching program of expansion in all departments. On the motion picture side, the outlook for new product is the best in years. We are continuing to equip our theatres to show pictures in all the new media, which includes CinemaScope, VistaVision and other big screen ratios, coupled with the addition of Perspecta and stereophonic sound. We are maintaining our program for the physical improvement of theatre properties.

"Station WTRI-TV of Schenectady covering the capital district of New York State is already in operation and is the beginning of our expansion in that phase of visual show-business-television.

"When Cinerama became a division of Stanley Warner in August of last year, there were only four theatres in operation. 'This Is Cinerama' is now showing in 11 important population centers and we are planning to expand into other parts of the United States and Canada.

"The second Cinerama feature, the Louis de Rochemont production of 'Cinerama Holiday' which has been shooting in Europe and the United States, is well on the way to completion and the partial film already screened forecasts an extremely fine entertainment. We have broken new ground for Cinerama and set a far-reaching precedent for the future in launching the third Cinerama feature. This will be a collaboration with the Warner Brothers studio for an epic production of 'Lewis & Clark'."

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SMPTE Told RCA To Market New TV Color Film System

WASHINGTON, May 3.—RCA will have ready late this year a new color television film system which will be "of major significance to motion picture producers and exhibitors as well as TV broadcasters," W. Walter Watts, RCA executive vice-president for electronics products, said today.

Watts spoke here before the opening get-together luncheon of the 75th semi-annual convention of the Society of Motion Picture and Television Engineers. Some 300 members have already registered for the week-long convention and it is expected that registration will reach 500 by the end of the week.

Exploitation Value Stressed

Watts described the new system as "providing a means for high-quality television reproduction" and said it will contribute toward the establishment of an important outlet for color film productions. He declared that exhibitors would find "an unbeatable form of exploitation" in using the system to bring color trailers in the home. The broadcaster will also find benefit from the new system, Watts went on, since it will make available "what we think is the best and most efficient method of handling film subjects which will constitute a very substantial part of color program schedules."

The RCA vice-president substituted for Spyros Skouras, the scheduled luncheon speaker, who had been called to Europe. Watts stated that the use of the new system required only the modification of the standard 16mm. television film projector already in use in television stations, and didn't require the purchase of special color projectors.

Sees Wide Use by End of Year

Watts estimated that by the end of this year more than 140 cities will be interconnected for color television transmission, with roughly 125 stations in those cities equipped with color terminal apparatus. Based on this estimate, he predicted that by the end of the year color television programs will be available to nearly 75 percent of the homes in the country.

The afternoon technical session opened with an early vintage film, as will all other sessions during this commemorative 75th meeting. Following this, members heard papers on the historical background of the 35mm. professional camera; Thomas Alva Edison's early motion picture experiments, and the effective use of color slides in technical lectures.

The evening session was devoted to black and white cinematography, with papers on the history of professional black and white motion pictures and special photographic effects that can be obtained with black and white films.

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FILMACK
SPECIAL TRAILERS

Mass Production of Color-TV Sets Seen Within Two Years

CLIFTON, N. J., May 3.—DuMont Laboratories, in its annual stockholders meeting here today announced that mass production of color television receivers would be probable within two years. It was estimated that within two years, DuMont would have a 21 inch set on the market which would cost approximately $500.

At the meeting, all officers were reelected by the stockholders.

Heineman, Wolcott, Walsh on UA Dais

William J. Heineman, United Artists vice president; James L. Wolcott, vice president of Pathe Laboratories, and Richard Walsh, president of IATSE, have been added to the roster of film industry leaders sharing the dais at the New York Variety Club dinner at the Waldorf-Astoria Hotel on Thursday, which will honor William J. German with the presentation of the first annual Heart Award, it was announced by Russell V. Downing, chairman of the Variety Club dinner committee.

The award honoring German's work as president of the Variety Club Foundation to Combat Epilepsy will be presented by Adolf Zukor, chairman of the board of Paramount Pictures. Fredric March will head a cast of stars and civic leaders participating in the dinner program.

Two-Day Meet Here For Stanley Warner

Stanley Warner field and home office officers and executives launched a two-day meeting in the home office, yesterday. Harry M. Kalmine, vice president and general manager is presiding.

Sam Rosen, executive vice president, will address the meeting which will be attended by S. Aarons, M. Alben, S. Amster, J. M. Brenman, N. Fellman, G. Gagliardi, H. Goldberg, F. J. Kiernan, H. R. Maier, W. F. Marshall, W. S. McDonald, B. Rosensweig, C. Siegel, L. Siegel, F. Stengl, D. Triester and B. Wirth, all home office executives.

Zone managers present include Alex Halperin, Midwest; Frank J. Damis, Newark; Harry Feinstein, New Haven; Ted Schlanger, Philadelphia; M. A. Silver, Pittsburgh; George A. Crouch, Washington; Ben H. Wallerstein, West Coast, and Charles A. Smakwitz, Albany.

Silvers Toastmaster At UA V.C. Dinner

Phil Silvers will be toastmaster of the testimonial dinner, celebrating the 35th anniversary of United Artists, which will be held in the grand ballroom of the Bellevue-Stratford Hotel in Philadelphia tomorrow evening under the sponsorship of the Variety Club, Tent 13.

Mary Pickford, founder and co-owner of United Artists, will be the guest of honor, while Jane Russell heads the list of motion picture celebrities who will attend.

Leaders in motion picture production and exhibition will attend the dinner, which will highlight the series of observances marking the 35th anniversary of the founding of United Artists in 1919.

Television--Radio

with Pinky Herman

ARTHUR GODFREY is partial to humility. But he's also an admirer of persistence. Last night on his "Talent CBScouts" he featured Bob Farrin's instrumental trio. Bob is the ambitious personification of persistence, who, in the past eight years, has auditioned 13 times for the program. (Art for Art's sake, no? That is Art Godfrey's we mean). . . . Norman Baer of the sensational young Gross-Baer team of producers, flew to Hollywood over the weekend for a two-month stay during which he'll set up six new TV shows. . . . Dorothy Rowand, who'll be crowned "Mike & Press Queen" by the Radio-Newsreel-TV Working Press at the Waldorf-Astoria June 4, will be screen-tested by Columbia Pictures. . . . Ed Gershman and Moray Foutz, prexy and veep, respectively, of Academy Pictures, are in New York to officially open local headquarters today with Bill Tytla, formerly with Walt Disney, the firm's creative director. . . . Dotty Lamour will visit Bob Hope's TV program for the second time next Tuesday, the setting calling for a "south sea islands" locale. (What, no Crosby—what kind of an "on the road to" show is this?)

☆ ☆ ☆

Art Carney, whose talents were discovered and groomed by Jackie Gleason these past few seasons, and who won acclaim for his great dramatic effort on the recent TVersion of "Burlesque," will be seen as "The Mad Hatter" tomorrow night when the Kraft TV Theatre, NBCelebrating its seventh year, presents Jack Roche's TV adaptation of Lewis Carroll's immortal "Alice in Wonderland," featuring, in addition to Carney, Bergen & McCarthy, Bobby Clark, James Barton, Arnold Moss, Ernest Truex, Una O'Connor, Blanche Yurka and others. . . . Ernest Lee Jahncke, Jr., v.p. and ass't to prexy Bob Kintner, will head the ABContingent at the NARTB convention slated for the Palmer House in Chicago, May 23 to 27. . . . Ed Kirkeby is chairman of the "Fats" Waller Memorial Week of Music (May 15-May 23), during which top ranking orks and deejays will feature the late jazz pianist's compositions, which include standards "Ain't Misbehavin'," "Honeysuckle Rose," "Black & Blue," "The Joint Is Jumpin'" and many others, recognized as rhythm and swing classics.



Art Carney

☆ ☆ ☆

Hot Point Co division of G.E. has renewed "The Adventures of Ozzie & Harriet," ABC-TVehicle for an additional 52 weeks starting July 2, alternating with the Lambert Co. . . . One of the busiest of emcees, Bill Cullen will become quizmaster of still another NBComedy audience-participation program, "Your Lucky Stars," starting Sat. May 15 (8:00-8:30 p.m.) on which contestants will try to identify film luminaries by their respective voices alone (the studio and viewing audience will see the scenes in question). . . . Closing a successful engagement at the Hotel Sahara in Las Vegas last week, comic George Gobel, under exclusive NBContract, will make his New York nite club debut Thursday at the Empire Room of the Waldorf-Astoria. He's headed places—but fast. . . . The great music of the Viennese composer Ehrich J. Wolff, whose genius was discovered by the fabulous European artiste Teresa Schnabel, and whose concert music was featured by Elizabeth Schumann, Elena Gerhard and Julia Clipp and later in America by Nelson Eddy, John Charles Thomas and others, will once again be available to thrill the world. During World War II, Hitler banned and destroyed the original Wolff music plates, but after several years of research Kurt Jadassohn, head of Harmonia Pub. Co. of Freehold, N. J., has undertaken to revive and republish American editions of these German and Austrian classics.

☆ ☆ ☆

Sixty stations affiliated with the Du Mont network will carry the "Monday Nite Fights" from the St. Nick's Arena in New York, starting May 17 in a deal signed by the London Sporting Club and the net's director of sports, Thomas J. McMahon. . . . Walter Reade, Jr., head of the theatre chain that bears his name, in a speech delivered at the Quigley Awards luncheon at Toots Shor's yesterday, advised exhibitors to utilize the potential of television to bring patrons back to the box office.

Video Set Production Decreased Sharply In First Quarter

WASHINGTON, May 3.—Television set production during the first three months of 1954 was sharply below the like 1953 period but slightly ahead of 1952, the Radio-Electronics-Television Manufacturers Association reported.

It said 1,447,110 TV sets were produced during the first 13 weeks of this year, compared with 2,259,943 in the like period last year and 1,324,831 sets in the like 1952 period.

Production in March of this year was put at 599,606 sets, compared to 810,112 sets produced last March and 510,561 sets in March 1952.

Entertainment Unit To Military Bases

HOLLYWOOD, May 3.—In line with the motion picture industry's pledge of continued cooperation with the Defense Department's overseas entertainment program, the Hollywood Coordinating Committee has set seven volunteer performers and four USO musicians for a Wednesday takeoff to military installations and hospitals in the Far East Command, George Murphy, HCC president, announced.

The unit, first all Negro volunteer troupe assembled by HCC, will leave Travis Air Force Base on a three-week entertainment mission for servicemen stationed in Korea, Japan and other installations in the Far East Command.

Headed by disc-jockey Joe Adams, the unit includes Tommy Butler, Eddie Gomez, Amos Green, Suzette Harbin, Shirley Haven and Clarence Metcalfe. USO musicians making the junket are Eddie Beal, Eddie Davis and Gene Philips.

The unit is the third HCC entertainment troupe sent to the Far East this year.

Pitkin Testimonial Dinner Tonight

HARTFORD, May 3.—Variety Club of Connecticut, Tent 31, and other interests are sponsoring a testimonial dinner honoring Barney Pitkin, Connecticut exchange manager for RKO-Radio Pictures, at Waverly Inn, Chesire, tomorrow night. Pitkin recently resumed his duties, following lengthy illness. Arrangements committee consists of Harry F. Shaw, Matt Saunders, Julia Smith, Ben Simon, Lou Cohen, Peter Perakos, Max Hoffman, Morton Katz, Harry Feinstein, Lou Brown, Max Birnbaum, Phil Gravitz, Henry Germaine, John Pavone, Ted Jacocks, Sam Rosen, Walter Silverman.

Also: Rudy Frank, Sam Wasserman, Robert Elliano, Jack Halperin, Albert M. Pickus, Morris Jacobson, Ray McNamara, Herman M. Levy, Maurice Bailey, George H. Wilkinson, Jr., Pat Goode, George Weber, James Darby, and Sam Germaine, treasurer.

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(*Continued from page* 1)

it will be discussed at the Allied Iowa-Nebraska convention in Omaha, and Wednesday at the Kansas-Missouri convention in Kansas City.

Over the coming week-end, the plan will be discussed further with the national Allied board, meeting in Minneapolis, and then will be aired on May 11 at the North Central Allied meeting there.

Other dates and places are these: Detroit, May 13; Columbus, May 17, for exhibitors from Cincinnati, Cleveland, Columbus, Western West Virginia and Eastern Kentucky; Pittsburgh, May 18, for Pittsburgh exchange and West Viriginia exhibitors served out of the Pittsburgh exchange; New York City, May 20-21; Boston, May 25, Boston and New Haven exchange area exhibitors; Baltimore, May 26, Baltimore and Washington exchange area exhibitors; Indianapolis, May 27, exhibitors from Indiana and Northern Kentucky served out of the Indianapolis exchange; New Orleans, May 28, exhibitors served out of New Orleans exchange area; Memphis, June 1, Memphis exchange area exhibitors; Milwaukee, June 3, Milwaukee exchange area exhibitors; Old Point Comfort, Va., June 9, Virginia exhibitors.

Dates will be announced later for meetings in Chicago, Dallas, St. Louis and Oklahoma City, Rembusch said.

Voice of America

(*Continued from page* 1)

America" program in the U. S. Information Agency. Poppele, who will take over some time this month, succeeds Leonard F. Erikson, whose resignation became effective over the weekend.

Before working for Mutual, Poppele headed the Television Broadcasters Association. More recently, he has been a radio-television consultant.

Census of Business

(*Continued from page* 1)

tion on motion picture production, distribution and exhibition. At present, the Census Bureau is getting only a few highlight statistics in this field. Originally, the government was to have taken a comprehensive census this year on last year's business, but Congress refused to grant the funds.

France to Revise Censor Operations

PARIS, May 1 (by Air Mail).— With a report and proposals for changes in France's film censorship due to be presented soon to the Press and Cinema Committee of the National Assembly, it is likely that France will adopt the British system of classifying films for adult or general audiences.

It is also possible that the present film censor board of 21 will be scrapped and a new board set up without members of the industry included. The industry opposes all censorship but would object strongly to any board on which it was not represented.

Rocky Mt. Meeting

(*Continued from page* 1)

vention came to an end. The first run in Denver went to the Wolfberg Theatres, owners of two downtown first runs, and five drive-ins. Other independents lined up to sign contracts as soon as the presentation of the plan was completed.

The plan is for Makelim to make the 12 films on a reasonable budget basis, to be financed by Makelim and the theatres signing. The films will sell at a reasonable flat rental basis. Hal Makelim presented the plan and Sam Nathanson, his assistant, told of the selling plans.

Allied Members First

The plan calls for the taking care first of Allied members, then other independent theatres, and after that others would be sold. Clearances would be made equitable in all situations. Makelim said his plan would make it possible for small theatres to make a profit and that if the plan worked as he hoped many of them would get these films for practically nothing. Estimating a film would gross near a million in the domestic market and another near million in foreign, there would be returned to the Allied members as dividends half the profit.

Makelim declared that many independent films were made very cheap, and then, because of no distribution channels, are sold to a major distributor, who proceeds to sell the film at a high price and keep the profit.

Makelim said he had a complete distribution setup ready for the United States but that it was not ready for disclosure. He expects more than 2,500 theatres to sign for the film, and probably 5,000 to 6,000.

John Wolfberg, formerly ARMIT president as well as National Allied board member, said the 2,500 would be signed up in a matter of a few weeks. In answer to a question as to how quick production could be expected Makelim said that if he had the 2,500 signed now he could promise films in 60 days but that he was sure they would be ready at least in the early fall. He revealed the titles of 11 of the films. Some of the properties he owns, some are on option and one is in negotiation.

Silent Regarding Players

Makelim would not reveal any stars or producers which he might have under consideration, but did say that big names could often be secured by personal negotiation. Film properties owned by Makelim include "Desperate Men," "Blue Mesa," "Double Crossed," "Sweetheart Time" and "The Gay Primitive." On option are "Valley of the Shadow," "Face Behind the Mask," "Pardon my Skis," "The Outsider" and "Tauria." In process of negotiation is "Matador," and Makelim said if he made this latter into a film the production cost would double most of the films and run to around $800,000. He said he would not pay huge prices for stars and directors but he was confident the films would make money if sold in the proper manner by the exhibitor.

The convention took off on "ramas," "scopes" and similar media that force the exhibitor to spend considerable money to keep up with, and Abram F. Myers, Allied general counsel, predicted that some of the companies that now are forcing such procedures would soon change their attitude or would be forced to lose hugh sums of profits because there are not going to be enough theatres so equipped to make the companies a profit.

Beezley Hits CinemaScope

In his opening comments Neil Beezley, president of ARMIT and national board member, also castigated CinemaScope and similar plans that force the exhibitor to buy expensive equipment in order to show such films. Myers made a prediction that the downfall of some of such plans would be as rapid as the downfall of 3-D once it got started and gained a little momentum.

Myers announced he had heard from New York that M-G-M will make available all of their films for showing over conventional systems. He said that was only one of the things that was going to happen to expensive projection equipment and said that he expected that other companies would change their plans to follow Metro.

Myers declared he was favorably impressed with the VistaVision demonstration in New York and believes it capable of giving theatres all that they demand in screen facilities.

Directors Named

The convention adjourned by naming the directors for the year. They include Fred Anderson, Lloyd Greve, C. L. McLaughlin, Don Monson, James Peterson, J. K. Powell, John Roberts, W. A. Wimon, J. Smith and Tom Smiley, Colorado; Marie Goodhand, Robert Kehr, Dr. F. E. Rider and Dorrance Schmidt, Nebraska; Burl Lingle and John Wood, New Mexico; Richard Bennett and Lloyd Kerby, Wyoming. They elect officers in January.

Holdover board members include Beezley, president; Fred Hall, vice-president; Gus Ibold, treasurer, and J. H. Ashby, general manager.

More than a hundred attended the convention, with more than the usual number of women present.

Republic Program

(*Continued from page* 1)

"Atomic Kid," starring Mickey Rooney; "Brother Vann," Trucolor, directed by Joseph Kane; Homer Croy's "Jesus Was My Neighbor"; "Alamo," which Frank Lloyd will direct; "Rebel Island," produced by Edward Ludwig; "Timber Jack," with Kane directing; "Peg Leg Admiral," by producer-director John A. Auer. and two properties directed by William A. Seiter.

Arbitration Meeting

(*Continued from page* 1)

was reported that an invitation will be sent to Allied States Association, despite the fact that Allied rejected the original bid.

A spokesman for the general sales managers committee of the MPAA said yesterday his group was "all set" for the meeting and that the distributors would enter into the discussions to be heard at the forthcoming meeting with an "open mind."

ELC Suit

(*Continued from page* 1)

co-conspirators. Named as co-conspirators were the major film firms.

The releasing agreement referred to by the court was between Chesapeake Industries and UA, under which Chesapeake released UA from any claims arising from the purchase of Eagle Lion Classics assets by UA in 1951. It was held as a matter of law, that the release of UA, named as a co-conspirator in the present trial, released all others.

The trial, which lasted about two-and-a-half hours, capped a long period of pre-trial negotiations and conferences. The suit, which was filed by Chesapeake Industries as the owner of the now-dissolved ELC, charged that ELC had been denied access to the New York market because of an alleged split by Loew's and RKO theatres of film product.

McGee Proposals

(*Continued from page* 1)

amine steps that brought us to the present situation and then decide what we can do to cure it, step by step, in a legal manner," he declared.

In calling for a credit pool, McGee said, "If we could get 5,000 exhibitors to put up $1,000 each we would have a pool of five million dollars. In that kind of atmosphere, 50 additional pictures a year might be produced."

McGee also suggested encouraging franchise agreements and producers to operate some theatres, to whet their interest in making more films. He also urged exhibitors not to lower their prices and give up the gains of the tax repeal. He said that would "open the door to local tax units to reimpose it," and puncture the exhibitor's argument that he needs the cut to stay in business.

20th-Fox Acquires Oursler's 'Story'

The purchase of Fulton Oursler's "The Greatest Story Ever Told" for a price of $2,000,000 was announced yesterday by Darryl F. Zanuck, vice-president in charge of production at 20th Century-Fox. The announcement further stated that the transaction was made on the basis of a $100,000 initial payment with the remainder to come from the profits of the picture. Reports indicate that negotiations had been under way between the studio and the executors of Oursler's estate for more than a year.

Zanuck stated that he would produce the picture in CinemaScope and Technicolor late in 1955.

'Draft Brewer' Move Gains on Two Levels

HOLLYWOOD, May 3. — The "draft Brewer" movement today gained impetus on two levels—national and local—with the issuance of printed bulletins by chairman M. M. Hardin, of the National Committee to Draft Roy M. Brewer for president of the IATSE, and Harry M. Shiffman, chairman of the Southern California committee, respectively.

The Hardin bulletin lists six objectives which the committee expects to achieve if the drive is successful. The Shiffman bulletin lists seven accomplishments credited to Brewer during his term as international representative here.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 86 NEW YORK, U. S. A., WEDNESDAY, MAY 5, 1954 TEN CENTS

New Production Company Formed; Will Roll Soon

W. F. Rodgers, Sam Dembow, Jack Skirball, Cliff Work Associate to Turn Out Minimum Of Three Films Annually for 'Ready' Market

William F. Rodgers, Sam Dembow, Jr., Jack Skirball and Cliff Work have joined to form a new producing company to be known as Amalgamated Productions, Inc., Rodgers and Dembow announced jointly yesterday at a trade press luncheon at the Hotel Astor here.

Rodgers, who retired from Loew's in March, where he had been head of distribution for many years, will be president of the new company. Dembow, a former theatre executive of Paramount and in recent years head of his own company, Producers Service Corp.; Skirball, well known producer and executive, and Cliff Work, former head of the Universal studios and more recently a consultant to the studio, will hold other executive posts in the new company.

A minimum of three pictures a year will be produced by the new company. They will be distributed by a major company under arrangements to be completed shortly. Details of financing were not disclosed but in reply to a reporter's question, Rodgers said it involves "no problem."

Amalgamated will have an estimated $1,000,000 in stories, scripts and other dramatic properties to choose from for its initial productions, Rodgers said. He estimated that each picture will represent an investment of "not less than $750,000," pointing out that overhead will be kept at a minimum and

(*Continued on page* 4)

Hartman Says Para. to Make 22 This Year

A forecast that Paramount will make a minimum of around 22 pictures in the current year was made here yesterday by Don Hartman, Paramount executive in charge of production.

Hartman, queried about Paramount's production plans at a trade press conference, said "I don't think we'll make less" than last year, which was about 22. He added, however, that "if we had 26 subjects" Paramount would increase its production schedule.

Hartman, explaining that Para-

(*Continued on page* 4)

Universal to Start 12 In the Next 3 Months

HOLLYWOOD, May 4.—Universal-International today disclosed that the studio will place 12 major pictures in production during the next three months. Seven will have color in Technicolor; one in 3-D. The first will be "Destry," which starts tomorrow. Others are "Five Bridges to Cross," "Panama," "Smoke Signal," "Stuntman," "Captain Lightfoot," "Pillars in the Sky," "Spring Song," "Lady Godiva of Coventry," "The Shrike" and an untitled 3-D sequel to "Creature from the Black Lagoon."

See 20th Modifying Sound Policy, Like Loew's, in Britain

LONDON, May 4.—The understanding here on the eve of the departure of Spyros P. Skouras, 20th Century-Fox president, to New York is that whatever else comes of Thursday's meeting in New York, 20th-Fox will modify its stereophonic sound requirements in Britain along the lines of the recent modification of Loew's International on Perspecta Sound.

Skouras was scheduled to leave for New York tonight to be on hand for the Thursday open forum there on the future of CinemaScope.

It is expected that 20th-Fox will alter its stereophonic sound policy in

(*Continued on page* 4)

Berman Named MGM European Sales Mgr.

David Lewis, managing director of M-G-M operations in Continental Europe, announced that he had appointed Julian Berman, sales manager for the territory, under Lewis' supervision. Berman expects to leave for

(*Continued on page* 4)

Decca Quarterly Net Equals 42c a Share

Consolidated net earnings of Decca Records, Inc., for the three months ended March 31, including the company's share of the undistributed earnings of its subsidiary, Universal Pictures Co., amounted to $635,238, equal to 42 cents per share on 1,500,000 outstanding shares of capital stock. On March 31, Decca owned 672,996 shares of Universal common, repre-

(*Continued on page* 4)

TV Effect Will Pass, Starr Tells Ark. ITO

LITTLE ROCK, May 4.—Television's adverse effect on the motion picture business is only temporary, the board chairman of Theatre Owners of America said here today. "There's no basic conflict between TV and movies," said Alfred Starr of Nashville at the convention of the

(*Continued on page* 4)

To Start in Five Weeks

Todd-AO's 'Oklahoma!' to Be Ready by April, 1955

By MARTIN STARR

HOLLYWOOD, May 4.—Mike Todd said here, that "Oklahoma!" filmed in the Todd-AO process exclusively, should be ready for its world premiere in New York sometime in April, 1955. The Rivoli Theatre is expected to be the showcase.

"We go into production in about five weeks, and we should have no trouble in winding up the shooting of the Rodgers and Hammerstein musical not later than October," said Todd. He explained that the screen version of the Broadway melody-play would play as many theatres as would be suitable for the reserved seat policy, throughout the nation. "We'll play film theatres where we can, and legitimate playhouses where we must," he explained. "The roadshow policy will call for seven nightly perform-

(*Continued on page* 5)

UA's Anniversary Celebration Tonight

PHILADELPHIA, May 4.—Film industry leaders and stars of the entertainment world will gather here tomorrow night for the United Artists 35th anniversary testimonial dinner, which is being sponsored by the Variety Club, Tent No. 13.

Mary Pickford, one of the company's founders and a co-owner, will be the guest of honor at the event commemorating the establishment of United Artists on April 17, 1919.

"Johnny Guitar"

(*Republic*)

A DRAMA of the old West which rates with the best in that category made in recent years is offered by Republic in "Johnny Guitar." One of the film's chief assets is a memorable performance by Joan Crawford in a role unique for her. She dons levis and packs a gun as a gambling house owner to whom things happen. Her chief adversary, Mercedes McCambridge, also contributes a brilliant performance. The title song, "Johnny Guitar," written by songstress Peggy Lee and Victor Young, who also did the film's outstanding score, enhances the atmospheric qualities of the picture and is likely to be heard often in the months to come. Sterling Hayden as Johnny, and Scott Brady, his rival for Miss Crawford's affections, also are standouts. Rounding out the cast are Ward Bond, Ernest Borgnine, Ben Cooper and John Caradine, each turning in good performances. Other assets of the production are Trucolor and the photography of Harry Stradling.

Hayden, a notorious gunman turned wandering troubador, rides into

(*Continued on page* 4)

Personal Mention

ED SELZER, president of Warner Brothers Cartoons, Inc., has arrived in New York from Hollywood.

•

FERDINAND PECCI-BLUNT, director of the American section of Thetis Film, Italian firm specializing in productions for TV, has arrived in Rome from New York.

•

HARRY POPKIN, producer, and MRS. POPKIN will sail from New York for Europe today aboard the "Ile de France."

•

MIKE SIMONS, M-G-M exhibitor relations head, is in Little Rock from here.

•

LOUIS WEINBERG, Columbia Pictures sales executive, has returned to New York from Europe.

•

DAVID BEZNOR BARTELL, counsel for the Colosseum of Motion Picture Salesman, is in New York.

Disneyland Project To Cost $9,000,000

HOLLYWOOD, May 4.—A 160-acre tract of land which will be known as Disneyland when completed by midsummer of 1955, will cost Walt Disney, president of Walt Disney Productions, American Broadcasting-Paramount Theatres, and the Western Printing and Lithograph Co. of Racine, Wisc., $9,000,000.

Disneyland is to be built on 15 parcels of land, which was acquired jointly by the three companies at the weekend, in an unincorporated area near Anabeim, Calif., and adjoining the Santa Ana Freeway.

Recently signed with American Broadcasting Co., a subsidiary of AB-PT, Disney will produce a series of one hour TV shows.

Shaindlin Signed

Louis de Rochemont has signed Jack Shaindlin as musical director for "Cinerama Holiday," the second Cinerama feature produced for Stanley Warner-Cinerama Corp. Shaindlin will conduct a 75-piece orchestra using stereophonic sound.

Frank Clark Dies

HOLLYWOOD, May 4.—Funeral rites were held yesterday for Frank J. Clark, 64, who died following a heart attack. For the past 22 years Clark had been associated with RKO Radio studios as a supervisor in the accounting department.

'U' Preferred Dividend

The board of directors of Universal Pictures here yesterday declared a quarterly dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock of the company. The dividend is payable on June 1, to stockholders of record on May 14.

Members 30 Years or More

Service Certificates to 26 Pioneers by SMPTE

WASHINGTON, May 4.—The Society of Motion Picture and Television Engineers presented certificates of service tonight to 26 engineers who have been members for at least 30 years.

The presentation was made at the Pioneers dinner at the Columbia Country Club. John G. Frayne, director of engineering and research for Westrex Corp., acted as toastmaster.

Pioneers on hand to receive their certificates were: Don M. Alexander, G. J. Badgley, Edmund A. Bertram, Harry Blumberg, James R. Cameron, Arthur W. Carpenter, John I. Crabtree, C. A. Dentelbeck, Arthur J. Holman, William C. Kunzmann, Mervin W. Larue, Sr., William F. Little, John A. Norling, B. E. Norrish and Mees.

Those receiving awards who were not present were Robert S. Burnap, John G. Capstaff, Oscar B. Depue, John R. Freuler, L. A. Jones, George A. Mitchell, Norman F. Oakley, M. W. Palmer, S. G. Rose, John L. Spence, Jr., and Fred Waller.

Witness VistaVision

In the morning, members attending the SMPTE's 75th semi-annual convention saw a demonstration of VistaVision at Loew's Capitol Theatre. The demonstration was introduced and explained by Loren L. Ryder, Paramount's head of research.

Robert Fine, of the Fine Sound Co., followed Ryder with a technical description of Perspecta sound, which Paramount suggests be used in large theatres in conjunction with the showing of VistaVision pictures.

The morning's session included a paper on a new design for 35mm. film given by 20th Century-Fox's research head, Earl I. Sponable.

The convention's afternoon session led off with a paper on the history of color cinematography by Gerald F. Rackett of Columbia Pictures.

Additional Day for TOA Convention

This year's convention and trade show of the Theatre Owners of America, Theatre Equipment Supply and Manufacturers Association and the Theatre Equipment Dealers Association will be extended for an additional day, from Oct. 31 through Nov. 4.

Judge Dismisses Schine Trust Suit

ALBANY, May 4. — A $3,000,000 anti-trust suit brought by the executors of the estate of Charles Dickinson, former stockholder in Reliance Theatres Inc., against Schine Chain Theatres Inc., and seven other producing or distributing companies has been dismissed in a summary judgement handed down by U. S. District Court Judge James T. Foley.

In making his decision Judge Foley said that he was, "unable to make validly the distinctions that the plaintiff administrator urges in behalf of the pleadings." He ruled, in agreement with defense counsel, that, "an injury to a corporate business is not an injury to the business or property of the stockholders."

Missouri-Kansas Allied Meets Today

KANSAS CITY, May 4.—Talks on tax relief, CinemaScope for drive-in theatres, and a presentation by Hal Makelim on production plans will highlight the opening of the Missouri-Kansas Allied unit's annual convention tomorrow at the Hotel Phillips here.

Ben Marcus, national president, and Abram F. Myers, general counsel, will also address the two-day convention along with John Wolfberg and Sam Nathanson.

'Bread' to Have U. S. Premiere at Paris

"Bread, Love and Dreams!" new comedy from the Italian film studios, has been booked into the Paris Theatre here where it will have its American premiere immediately following the current engagement of "The Moment of Truth." Starring Vittorio De Sica and Gina Lollobrigida, "Bread, Love and Dreams!" represents the first Italian picture with English titles to play the Paris since the theatre opened more than four years ago.

RCA Quarterly Net Hits $10,066,000

First-quarter sales of RCA products and services, which increased nine per cent as compared to the same period in 1953, amounted to $226,609,000, the largest business volume in company history, Brig. General David Sarnoff, chairman of the board of Radio Corp. of America, announced yesterday at the 35th annual stockholders meeting here.

The net profit for the quarter amounted to $10,066,000, an increase of eight per cent, Sarnoff declared, enabling the RCA stockholders to collect a dividend of 66 cents per common share, an increase of five cents over dividends paid for the first quarter of 1953.

Correction

MOTION PICTURE DAILY inadvertently reported on Monday that the religious film "John Wesley" is in color by Technicolor. The film actually is in Pathecolor.

Hartford Tent 31 Has Testimonial Dinner For Barney Pitkin

HARTFORD, May 4.—Top executives from RKO Radio Pictures, Walt Disney Productions and Samuel Goldwyn Productions attended a testimonial dinner for Barney Pitkin, RKO's Connecticut exchange manager, sponsored by Variety Club's Tent No. 31 at the Waverly Inn, Chesire, tonight. Those from RKO honoring Pitkin, who recently returned from a long stay in the hospital, included Charles Boasberg, general sales manager; Mervin Houser, Eastern director of advertising, publicity and exploitation; Sidney Kramer, short subjects sales manager; Nat Levy, Eastern-Southern division sales manager; Francis J. Mooney, North-South sales manager; William J. McShea, branch operations, and Edward J. McGuire, legal department.

Others attending were Robert Folliard, Washington, district manager; Charles Zagrens, Philadelphia manager, and Hatton Taylor and John Downing, Boston exchange.

Disney Officials Attend

Disney Productions was represented by Leo Samuels, Irving Ludwig and Joe Berk. Robert Mochrie, Goldwyn Productions, also attended.

All proceeds of the dinner were given to charity.

The committee handling arrangements for the dinner consisted of: Harry F. Shaw, Julia Smith, Lou Cohen, Matt Saunders, Ben Simon, Peter Perakos, Max Hoffman, Morton Katz, Lou Brown, Harry Feinstein, Phil Gravitz, John Pavone, Sam Rosen, Walter Silverman, Ted Jacocks, Henry Germaine, Max Birnbaum, Sam Wasserman, Sam Germaine, Albert M. Pickus and Ray McNamara.

Also, Herman M. Levy, Maurice Bailey, Pat Goode, George Weber, James Darby, George H. Wilkinson, Morris Jacobson, Robert Elliano, Jack Halperin and Rudy Frank.

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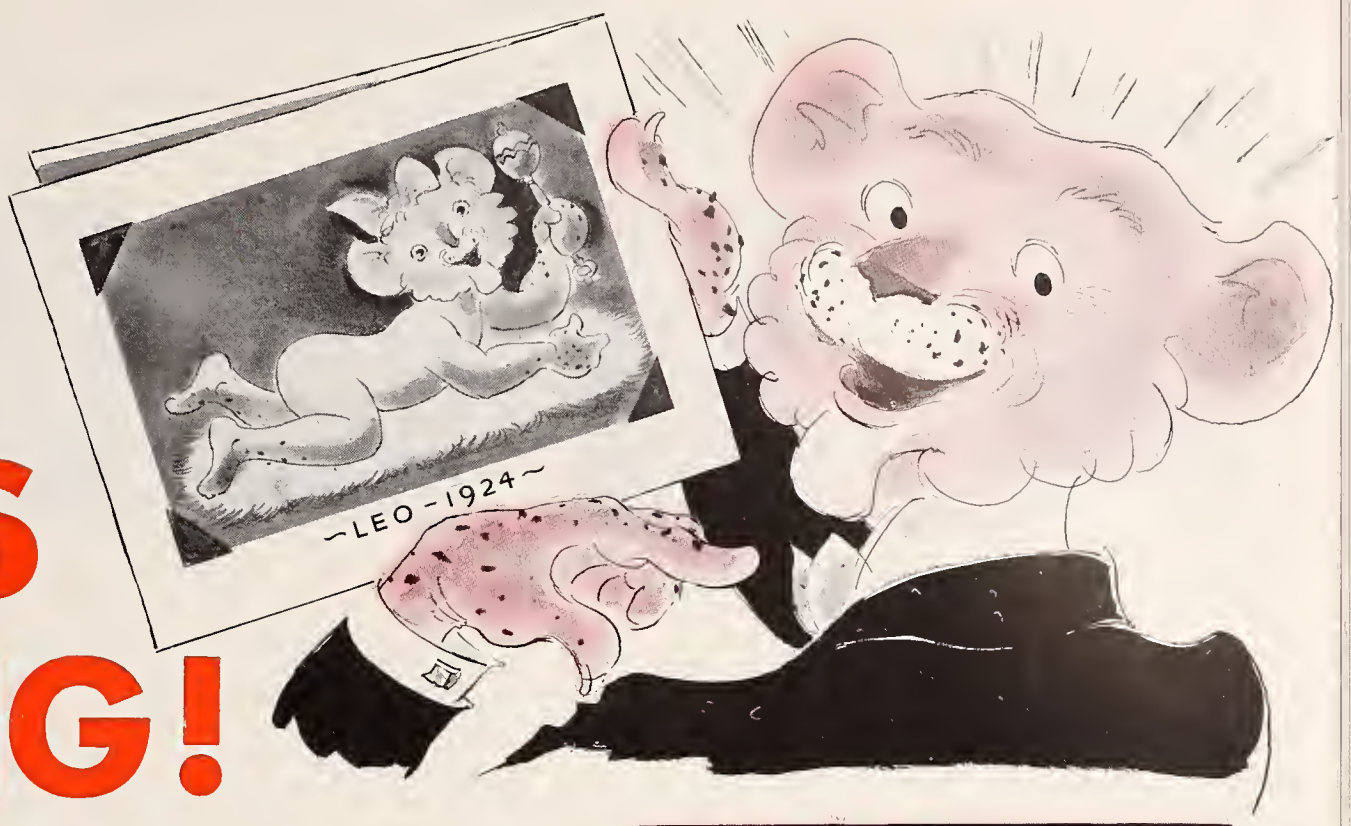
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30 YEARS YOUNG!



1924-1954 MGM 30TH ANNIVERSARY JUBILEE

—And Time Out to Say "Thank You" to All Exhibitors From The Bottom of Our Hearts!

The party's not over by any means. There are lots of fine M-G-M Anniversary Attractions to come. But your friendly Lion, on behalf of all the lads and lasses in every M-G-M Exchange in the U. S. and Canada, pauses now to express heartfelt thanks for the wonderful cooperation of Showmen everywhere.

Thanks, gentlemen, for the way you said "Happy Birthday" with playdates.

Thanks for your assistance in spreading the message of M-G-M's Gala Jubilee among your patrons.

Thank you, Mr. Exhibitor, one and all, from the heart of Leo the Lion for helping to make our Anniversary the most successful of its kind in movie history.

Paving the way to your box-office were many gracious friends of M-G-M. We are deeply appreciative of the wonderful cooperation of the nationwide press; of Ed Sullivan's "Toast of the Town" hour-long salute on 142 coast-to-coast stations of CBS-TV; of special 16-page sections in M. P. Herald and Boxoffice; of special photo-section of The Exhibitor, special pages in Showmen's Trade Review, Film Bulletin, Greater Amusements; special editorials, news stories, photos in all trade publications; of N. B. C. network salute to "Rose Marie"; of top treatment on other TV and Radio shows; of the 15 fan magazine covers on M-G-M stars and their additional editorial generosity.

(*Signed*)

Leo ← my paw

M-G-M's ANNIVERSARY HIT PARADE CONTINUES!

"ROSE MARIE"

New box-office records at Radio City Music Hall—big everywhere!

(*CinemaScope—Color*)

Ann Blyth, Howard Keel, Fernando Lamas

★

"RHAPSODY"

Another Music Hall triumph and a musical love drama delighting millions!

(*Technicolor*)

Elizabeth Taylor, Vittorio Gassman, John Ericson, Louis Calhern

★

"EXECUTIVE SUITE"

Tomorrow a Radio City Music Hall sensation! The cast of the year in the picture of the year! "10 Best" nominee!

Starring Academy Award-Winning William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch

★

"PRISONER OF WAR"

Successful test engagements demonstrate solid exploitation potential!

Ronald Reagan, Steve Forrest, Dewey Martin, Oscar Homolka

★

"THE STUDENT PRINCE"

M-G-M's youthful, beautiful musical of riotous, royal romancing and music of Sigmund Romberg.

(*CinemaScope—Color*)

Ann Blyth, Edmund Purdom and the singing voice of Mario Lanza

★

"FLAME AND THE FLESH"

Star-studded drama filmed in the pleasure haunts of Europe. Lana and Carlos are dynamic lovers!

(*Technicolor*)

Lana Turner, Pier Angeli, Carlos Thompson

★

"MEN OF THE FIGHTING LADY"

Exploitation natural! Thrill adventures of the Navy's jet pilots! Big cast!

(*Color*)

Van Johnson Walter Pidgeon, Louis Calhern, Dewey Martin, Keenan Wynn, Frank Lovejoy

Form New Production Firm

(Continued from page 1)

that virtually the entire investments will represent production values.

For example, Rodgers said, none of the four company officials will draw salaries but will instead depend upon earnings of the pictures for income. Amalgamated will use rental space at some studio, perhaps the Goldwyn lot at which Skirball is located, although terms of the distribution deal to be made may also decide the studio location. Talent will not be kept on the payroll when productions are not in work and other means of keeping overhead at a minimum will be employed, he said.

Product Shortage One Factor

Rodgers indicated that exhibitor complaints of a shortage of product had something to do with the formation of the company but were not the determining factor.

"We believe there is a great field for good pictures at this time," he said, "and we will endeavor to supply them. We will make no small pictures. The current market will not support that kind. All of our pictures will be outstanding with story values, top cast names and recognized successful directors. Primarily they will be box office attractions, sold at terms that showmen can afford to pay and will be designed for worldwide distribution."



Wm. F. Rodgers



Sam Dembow, Jr.



Cliff Work

Points to Executives' Background

Rodgers pointed out that the extensive theatre experience and backgrounds of Dembow, Work and Skirball will be of great value in determining the type of pictures to be made. "They won't turn out pictures that can't be marketed," he observed.

The first picture may be ready before the end of the year, Rodgers estimated. He said they may be made in the new process most favored by the company which will distribute for Amalgamated but that, in any event, it will be a process "that can be sold to the greatest number of theatres." He added he did not think a profit could be made by limiting the number of theatres that can play the pictures.

As Much Time 'As Needed'

Rodgers said he will devote as much time to the producing company "as needed" but will not make it his exclusive interest. The same applies to his associates.

Hartman

(Continued from page 1)

mount for the past two years has had no set production schedule, said the studio in today's market stresses quality instead of quantity. Asked to comment on exhibitor demands for more product, Hartman said "you can't change a production policy just to have a lot of celluloid. I could guarantee to make 40 bad pictures a year," he added.

Emphasizes Preparation

The studio executive explained that Paramount today, unlike years ago, carefully selects a story and assembles a cast before a production is started. For at least the past two years, he went on, "we stopped just making pictures" for just meeting dates on a release schedule" or for what Hartman called other "wrong reasons."

Hartman, who returned from a five-week tour of Europe, said that the industry abroad is excited about VistaVision, the process developed by Paramount. Loren Ryder, studio research director, he added, will be going abroad in a couple of weeks to set up demonstrations, the first of which is slated for London.

Regarding stereophonic sound, Hartman cautioned that it should be used "judiciously." He particularly warned against what he termed the "gadgetry" utilization of stereophonic sound for novel effects, which, he added, like 3-D, wears off. For large screens, however, Hartman felt stereophonic sound is a plus factor.

Hartman, while abroad, visited London, Paris, Madrid, Barcelona, Rome and southern France. He contended that the popularity of American films abroad rests with its "glamorization" of life, rather than the money expended by U.S. producers in making a film.

Decca

(Continued from page 1)

senting approximately 67 per cent of the motion picture company's outstanding common stock.

In the corresponding quarter of 1953, Decca reported earnings of $234,685, equal to 23 cents per share on the 1,035,533 shares of capital stock outstanding on March 31, 1953. The 1953 quarterly earnings did not include Decca's then proportionate share of Universal's undistributed earnings, it was pointed out.

Film Council Invites Kuchel and Yorty

HOLLYWOOD, May 4.—The AFL Film Council, at its regular weekly session today, voted to invite Sen. Thomas H. Kuchel and Congressman Samuel W. Yorty to address the council on "Runaway Foreign Film Production by American Producers." Each will be invited to attend in person any regular weekly meeting "to discuss the increase in foreign production which has resulted in less production in Hollywood, and consequently fewer jobs for American craftsmen and artists."

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Starr Tells ITO

(Continued from page 1)

Independent Theatre Owners of Arkansas.

Television may hurt at first, Starr said, "but when a family gets its TV set paid for, then they can spend a couple dollars a week going to the movies—and they will."

Some Are Pessimistic

Starr's optimism, however, was not shared by all of the 350 Arkansas theatre owners who gathered here for the 35th annual convention. TV has become an important factor in Arkansas only in the past year, and most theatre owners seemed ready to blame the new medium for their declining receipts.

There was considerable discussion of recent closing of a major Little Rock first-run house which now has reopened but is showing second-run features at lower admissions.

Most theatre owners interviewed thought various wide-screen techniques have done much to help the industry combat TV.

The project of a Little Rock independent, Sam Kirby, came in for much discussion. Kirby devotes two nights a week to showing "art" films, mostly importations considered too cultural for average moviegoer. He uses letters to a selected mailing list in addition to ordinary promotion; shuts off his popcorn machine and serves coffee before the show to add to feeling of refinement.

The organization called on distributors to formulate plans for a weekly national television show to promote their up and coming product.

King, Carbery Reelected

K. K. King, of Searcy, was reelected president for his second term. Jim Carbery of Little Rock, was reelected for his third term as secretary, treasurer. Six vice-presidents were elected to cover the six Congressional districts in Arkansas. A board of directors was also elected.

Walter Reade, Jr., and Pat McGee will address the convention tomorrow

20th Sound

(Continued from page 1)

Britain, along the lines of Loew's International, insisting on stereophonic sound installations in all major houses, leaving it optional for other theatres to play four track or one track sound.

Small Circuits Stressed

Skouras was reported to have concentrated on the line-up of smaller circuits here for CinemaScope installations rather than to depend on the J. Arthur Rank Circuit, which has limited its installations to 75 houses. Equipment orders, for example, have been placed by the Essoldo and Granada circuits. The upcoming full-length CinemaScope feature on the Queen's Commonwealth tour is felt in some quarters to be boosting CinemaScope installations here.

Skouras was reported to have discussed the production of at least eight CinemaScope films in Britain over the past weekend.

Berman Named

(Continued from page 1)

Paris, M-G-M's headquarters on the Continent, in early June.

Berman was first employed by M-G-M in Latvia in 1927. He was transferred to the Far East where he remained from 1936 to 1946. He was then assigned to M-G-M in Uruguay, where he remained a year, then proceeding to take charge of the M-G-M office in Cuba.

"Johnny Guitar"

(Continued from page 1)

an emotional powder keg which explodes the night of his arrival in the Arizona valley where Miss Crawford is feuding with local ranch owners. She has claimed enough land along the route of a proposed railroad to build an entire town. Miss McCambridge, with the aid of influential rancher Ward Bond, attempts to attach guilt for the hold-up death of her brother and a bank robbery to Miss Crawford. Her basic motive is her love for Brady, who committed the hold-up and spurns her love.

In the ensuing violence, the McCambridge-led posse, dressed in funeral clothes, burns Joan's gambling house to the ground, lynches Cooper and attempts a lynching of Miss Crawford. The latter and Miss McCambridge engage in a dramatic duel in which Miss McCambridge is killed. It is one of the film's highlights. Miss Crawford and Hayden then begin a new life together.

Nicholas Ray directed brilliantly from a screenplay by Philip Yordan. The story is based on a novel by Roy Chanslor. Howard and Theodore Lydecker contribute some graphic special effects which highlight the film's believable story line.

Running time, 110 minutes. General classification. For release in August.

FRANCIS BACKILMAN

National Pre-Selling

"DEMETRIUS AND THE GLADIATORS" will be represented by two-page color ad spreads in both "Life" and "Look" and single-page four-color ads in "American Weekly," "This Week," "Pictorial Review" and "Parade." In addition two page spreads in color will appear in all fan magazines advertising "Demetrius and The Gladiators."

•

In recommending "Executive Suite," Philip Hartung in the May issue of "Woman's Home Companion" reports, "It is a fascinating, cynical movie with an all-star cast and a tense climax."

As for "Knock On Wood" Hartung says, "Danny Kaye plays a ventriloquist whose dummy won't let him get married. But a lady doctor cures Danny and dummy."

•

The first time we have ever seen Humphrey Bogart look frightened occurred during the perusal of the "Caine Mutiny" review in the current issue of "Life." A photograph, which fills the better part of a page, shows Bogart as Captain Queeg standing in the ship's wheelhouse during a typhoon, paralyzed by fright and his irrational determination to stay on a Navy-set course. Captain Queeg's ship, the "Caine" is shown in many photographs being battered by a South Pacific typhoon and rolling helplessly. Three pages are devoted to the review.

•

"Executive Suite" opening at Radio City Music Hall tomorrow, is reviewed in the current issue of "Look." Exciting photographs are used to illustrate "this story of a battle between business idealism and chicanery," for the purpose of getting control of the Fredway Furniture Company. "The film moves along with the swift sharpness of a slick suspense story and succeeds in conveying the excitement of behind-the-scenes struggle over who is to become president of the Fredway Furniture Co."

In the same issue three pages are devoted to a production story of "A Star Is Born," Judy Garland's first film in four years.

•

"Drive A Crooked Road," "Tennessee Champ," "Casanova's Big Night" and "Rhapsody" are reviewed by Ed Miller in the May issue of "Seventeen."

•

"Parachute Sister's" star Terry Moore is the cover girl on the May issue of "Redbook." A four page cover story of Terry Moore is illustrated by many full color photographs. One interesting photo of the star covers the top part of a two-page spread.

•

"Executive Suite" is the recipient of five pages of free space in the May 3 issue of "Newsweek." The cover has a full color picture of Barbara Stanwyck and William Holden in a scene from the picture. Three pages are devoted to a review and a background story of "Executive Suite." In addition, the picture is spotlighted in a full page ad which advertises Dictaphones.

•

"Indiscretion of An American Wife" has been chosen by "Coronet" as the "Month's Best" picture for May.

WALTER HAAS

'Oklahoma!'

(*Continued from page* 1)

ances and three matinees a week," Todd said.

Todd pointed out that, according to the time-element involved in playing off the reserved-seat dates, it would be at least a year before "Oklahoma!" is able to play the regular first run theatres.

Sees Selectivity Popular

"Knowing that film goers are leaning toward selectivity of their film fare, we look for astronomical revenues to be derived from this road-show policy alone," Todd said. He took a dim view of the "let's-go-to-the-movies-tonight" habit that meant so much to the neighborhood theatre, especially. "That habit has been dying off a little," Todd said regretfully. The careful selectivity now quite popular, had to follow, he said.

"There has been no arrangement made whatever with any of the distributing companies for the release of 'Oklahoma!'" Todd explained. The use of space and other facilities on the Metro-Goldwyn-Mayer lot was in no way indicative of any kind of a distribution deal pending or being blueprinted as a result thereof, he said. "We will pay a regular rental for whatever facilities we'll be using. We pay a fee for the studio space we'll be occupying. It's as simple as that," Todd said.

Needs No Extra Cameras

He still seemed amused by the reports that other studios are rushing some of their pet process cameras over to him on the M-G-M lot. "I guess there's nothing that we can do when a studio head, on his own, wants to send over to us some of his cameras. I know that none of us connected with 'Oklahoma!' requested these cameras now being used for other filming processes, nor do we need these other cameras for our special purposes," Todd emphasized.

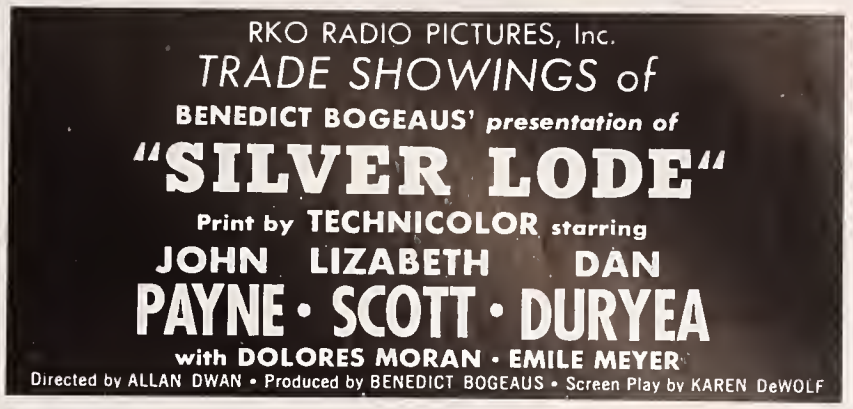
Myers Attending Regional Sessions

WASHINGTON, May 4.—Allied States Association general counsel Abram F. Myers has left here to attend several allied regional conventions in the West and will not return to Washington until the end of next week.

Myers was in Denver yesterday for the meeting of Allied Rocky Mountain Independent Theatres. Today he is in Omaha for the Allied Independent Theatre Owners of Iowa-Nebraska meeting and on Thursday he'll move to the convention of the Allied Independent Theatre Owners of Kansas and Missouri in Kansas City. From there he'll go to Minneapolis for the Allied National board meeting on May 8 and 9 and for the North Central Allied convention through the 12th.

SPG Officers Elected

HOLLYWOOD, May 4. — The Screen Producers Guild elected Arthur Freed, Samuel G. Engel, Buddy Adler, Walter M. Mirisch, William H. Wright, and Julian Blaustein as president, first, second vice-presidents, secretary, treasurer, and assistant treasurer, respectively, at a meeting yesterday. Jesse L. Lasky was re-elected as third vice-president.



ALBANY Fox Screening Room, 1052 B'way	Tues. 5/11	2:30	P.M.
ATLANTA RKO Screening Rm., 195 Luckie St., N.W.	Tues. 5/11	2:00	P.M.
BOSTON Universal Screening Rm., 60 Church St.	Tues. 5/11	2:00	P.M.
BUFFALO Mo. Pict. Oper. Screen. Rm., 498 Pearl St.	Tues. 5/11	2:00	P.M.
CHARLOTTE Fox Screening Room, 308 S. Church St.	Tues. 5/11	2:00	P.M.
CHICAGO RKO Screening Rm., 1300 S. Wabash Ave.	Tues. 5/11	11:00	A.M.
CINCINNATI RKO Palace Screen. Room, 12 E. 6th St.	Tues. 5/11	8:00	P.M.
CLEVELAND Fox Screening Room, 2219 Payne Ave.	Tues. 5/11	2:30	P.M.
DALLAS Republic Scrn. Room, 412 S. Harwood St.	Tues. 5/11	2:30	P.M.
DENVER Paramount Screening Rm., 2100 Stout St.	Tues. 5/11	2:00	P.M.
DES MOINES Paramount Screening Rm., 1125 High St.	Tues. 5/11	1:00	P.M.
DETROIT Blumenthals Screen. Rm., 2310 Cass Ave.	Tues. 5/11	2:00	P.M.
INDIANAPOLIS Universal Screening Rm., 517 N. Illinois St.	Tues. 5/11	1:00	P.M.
JACKSONVILLE Fla. State Screen. Rm., 128 E. Forsythe St.	Tues. 5/11	2:00	P.M.
KANSAS CITY Paramount Screen. Rm., 1800 Wyandotte St.	Tues. 5/11	1:30	P.M.
LOS ANGELES United Artists Ct. Screening Room 1851 S. Westmoreland Ave.	Tues. 5/11	2:00	P.M.
MEMPHIS Fox Screening Room, 151 Vance Ave.	Tues. 5/11	12:15	P.M.
MILWAUKEE Warner Scr. Rm., 212 W. Wisconsin Ave.	Tues. 5/11	2:00	P.M.
MINNEAPOLIS Fox Screening Room, 1015 Currie Ave.	Tues. 5/11	1:30	P.M.
NEW HAVEN Fox Screening Room, 40 Whiting St.	Tues. 5/11	2:00	P.M.
NEW ORLEANS Fox Screening Room, 200 S. Liberty St.	Tues. 5/11	10:30	A.M.
OKLAHOMA Fox Screening Room, 10 N. Lee St.	Tues. 5/11	10:30	A.M.
OMAHA Fox Screening Room, 15th & Davenport St.	Tues. 5/11	1:30	P.M.
PHILADELPHIA Vine St. Projection Room, 251 N. 13th St.	Tues. 5/11	2:30	P.M.
PITTSBURGH RKO Screen. Rm., 1809-13 Blvd. of Allies	Tues. 5/11	2:00	P.M.
PORTLAND Film Exchange, 925 N.W. 19th Ave.	Tues. 5/11	2:00	P.M.
ST. LOUIS RKO Screening Room, 3143 Olive St.	Tues. 5/11	1:00	P.M.
SALT LAKE CITY Fox Screening Room, 216 E. 1st St. South	Tues. 5/11	1:30	P.M.
SAN FRANCISCO Fox Screening Room, 245 Hyde St.	Tues. 5/11	1:30	P.M.
SEATTLE Jewel Box Theatre, 2318 Second Ave.	Tues. 5/11	1:30	P.M.
WASHINGTON Film Center Screening Room 932 New Jersey Avenue	Tues. 5/11	2:00	P.M.

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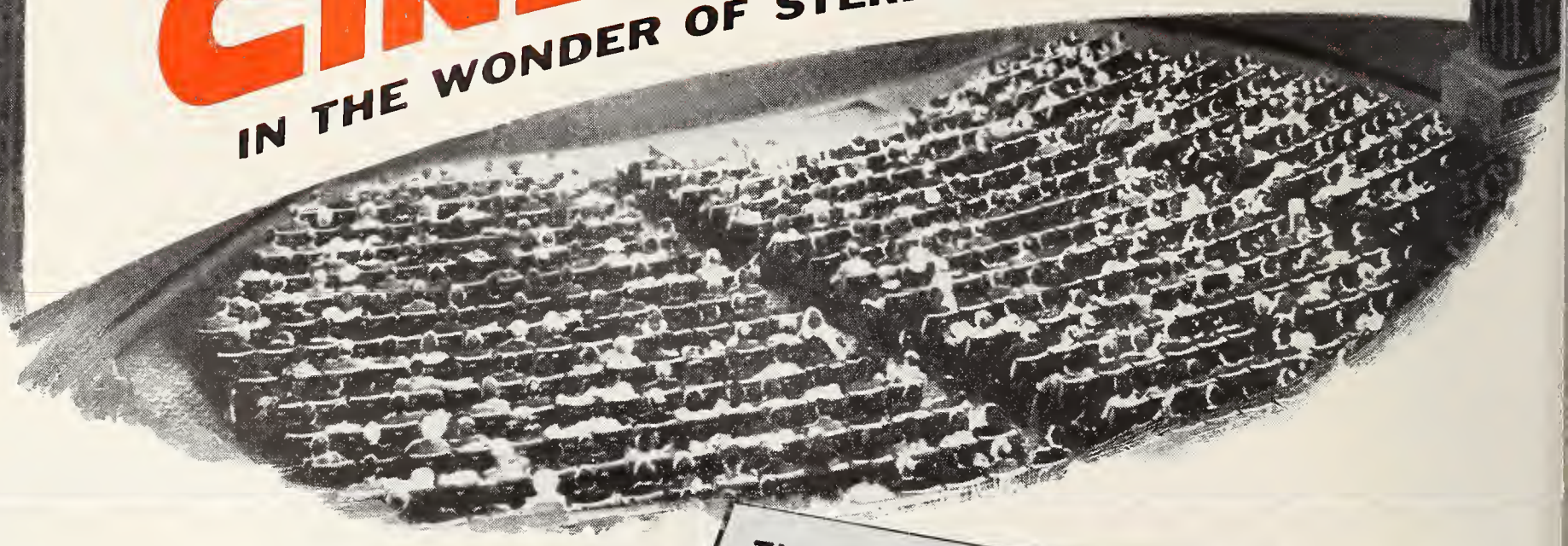
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The picture that begins where The Robe left off... and carries on its Boxoffice Glory!



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VOL. 75. NO. 87 NEW YORK, U.S.A., THURSDAY, MAY 6, 1954 TEN CENTS

At VV Showing

Balaban Sees Standardizing In Near Future

30 VistaVision Cameras To Be Ready by June

WASHINGTON, May 5.—Paramount president Barney Balaban said today he thought the industry could expect a standardized system for large-screen production and exhibition in the near future.

Balaban characterized Paramount's VistaVision as "one step" in the technical development of motion pictures and said he didn't think large-screen standardization was too far off.

He made these remarks at a press conference following the Washington demonstration of Paramount's VistaVision. Asked by a reporter if 20th Century-Fox had made any overtures to Paramount with an eye to combining VistaVision and Fox's CinemaScope to effect standardization, Bala-

(*Continued on page 6*)

GPE Quarterly Net, $1,055,658; Acquires Link Aviation, Inc.

A net profit after taxes of $1,055,658, amounting to a dividend of $1.48 on each of the 653,591 shares of Common Stock, was declared by General Precision Equipment Corp. for the first quarterly period of 1954. In its report the company noted that this was an increase over last year's first quarter net of $664,909, $1.01 per share on 646,087 common stock shares. Net

(*Continued on page 6*)

First SuperScopes Within Two Weeks

First deliveries of the Tushinsky SuperScope variable anamorphic lens will be in about another two weeks, it was disclosed here by a spokesman for National Screen Service, distributors for the lens.

A NSS spokesman added that the first shipment will be about 50 pairs, already ordered, and that an attempt is underway to accelerate the deliveries thereafter, with a minimum of 50 pairs weekly set.

Expect 900 Tonight At Dinner of V.C. Honoring German

Nine hundred film industry executives and civic leaders will honor William J. German tonight with the New York Variety Club's first annual Heart Award. The award will be made in recognition of German's work as president of the Variety Club Foundation to Combat Epilepsy, and will be presented by Adolph Zukor, chairman of the board of Paramount Pictures, at the tent's testimonial din-

(*Continued on page 6*)

Schoham Appointed MGM's Cuban Chief

Robert Schoham has been appointed managing director of Metro-Goldwyn-Mayer operations in Cuba, Morton A. Spring, Loew's International Corp. first vice-president, announced yesterday. Schoham was formerly M-G-M manager in Belgium. His Belgium post has been assumed by Robert Desberg, formerly in charge of theatre operations there for M-G-M.

At Little Rock Meet

McGee Pleads Compo Cause; Asks Less Production Risk

LITTLE ROCK, Ark., May 5.—Reiterating his plea at previous conventions for the maintenance of price scale levels and his concern over the product situation, Pat McGee urged unstinted financial support to the Council of Motion Picture Organizations at the annual convention of the Arkansas Theatre Owners Association here today.

"We must concentrate on the future of COMPO," McGee, who was co-chairman of the organization's tax committee, said. "First, it must have ample funds to accomplish its needs, and these needs are not confined to the welfare of any one segment of the industry but are bound up in the whole.

"If we can create good public relations for Hollywood, the theatres benefit. If the theatres can maintain good public relations, production will benefit. When both benefit, then the unions and technicians, the distributors and their employees all benefit. We must have an aggressive program of re-educating the public into the movie going habit and I think COMPO can do a better job of this than any other

(*Continued on page 3*)

Industry Honors UA Anniversary

PHILADELPHIA, May 5.—United Artists celebrated its 35th birthday here tonight and the industry turned out to help blow out the candles. At a banquet sponsored by the Variety Club Tent No. 13 at the Bellevue-Stratford Hotel, homage was paid to Mary Pickford, a founder and co-owner of the company, and to her present associates.

Approximately 1,000 production, distribution, exhibition and screen notables were present at the occasion which was a gold star event on the social calendar of the industry.

Arthur B. Krim, president of UA, introduced the guest of honor to the guests. Miss Pickford paid tribute to the artists and film pioneers who

(*Continued on page 6*)

Eugene Picker Sees No Product 'Famine'

No cause for "panic" in the product situation is seen by Eugene Picker, in charge of Loew's Theatres in Metropolitan New York.

Picker prefaced his observation with the statement that there is no reason for an exhibitor to get panicky if he has these two major qualifications: that the theatre is equipped for CinemaScope and there are not many changes in programs during the week.

The Loew's executive acknowledged that there is and "always will be" a

(*Continued on page 3*)

Kans.-Missouri ITO Hears Cole on Taxes

KANSAS CITY, May 5.—The annual convention of the Allied Independent Theatre Owners of Kansas and Missouri heard on its opening day, today, talks by Col. H. A. Cole on the tax relief campaign of the Council of Motion Picture Organizations, also addresses regarding various items of equipment by supply representatives.

Louis Patz talked on the Tushinsky

(*Continued on page 3*)

Industry Eyes on 20th CinemaScope Forum Here Today

Industry eyes will be focussed on 20th Century-Fox's CinemaScope forum today when exhibitors from all parts of the U.S. are slated to meet with Spyros P. Skouras and other company executives in a home office roundtable discussion centering on CinemaScope and its relationship to the future welfare of motion pictures.

The film company, which introduced CinemaScope and stereophonic sound to the industry, has promised to lay on the table every aspect of the wide-screen medium for questions and answers.

More than 1,000 invitations have

(*Continued on page 6*)

Iowa-Nebraska ITO Backs Makelim Plan

OMAHA, May 5. — The Iowa-Nebraska Independent Theatre Owners, in their annual convention here today, urged support of the Makelim plan for "augmenting the scant supply of motion pictures." The group advocated "the production and release of 12 photoplays to be first offered to the

(*Continued on page 3*)

5-Man Advertising Team To Draw Compo Poll Plan

Formation of an advertising executives five-man team to plan the projected nation-wide audience "best picture" poll was disclosed here yesterday by the Council of Motion Picture Organizations, the group which will sponsor the poll to select the best picture of the month, the season or year.

The setting up of a task force for the project was decided upon by the press relations committee of COMPO. Contacts are now being made by the COMPO office with several advertising leaders nominated for the work, it was stated, and as soon as their consents have been obtained, the makeup of the task force will be announced. It is planned to have the group hold its first meeting in New York early in June, according to Robert W. Coyne, COMPO general counsel.

Coyne presented the plan for a nation-wide "best picture" poll to the

(*Continued on page 3*)

Personal Mention

STANLEY KRAMER, producer, will leave here Sunday for Hollywood.

•

LOREN RYDER, Paramount Pictures studio research director, will leave here for London today via B.O.A.C. Monarch.

•

EDDIE ALBERT, MARGO, MAUREEN O'HARA and TYRONE POWER will leave here tomorrow via TWA for the Coast.

•

JACK WIENER, M-G-M press representative in Jacksonville and Atlanta, has left here by plane for the latter city.

•

ALFRED HITCHCOCK left here yesterday aboard the "Queen Elizabeth" for France.

•

DIANE DISNEY, daughter of WALT DISNEY, will wed RON MILLER, of the Disney organization.

•

JAMES CAGNEY left here yesterday for St. Louis enroute to Durango, Cal.

•

SIDNEY KULICK, of the Bell Film Exchange, was in Albany, Gloversville and Saratoga from New York.

•

LEO PILLOT, 20th Century-Fox special events director, left New York yesterday for Indianapolis.

•

JERRY SAGER, advertising-publicity director of B. S. Moss, Inc., will leave here Friday for Florida.

•

HARRY ROGOVIN, Columbia Pictures district manager, was in Albany, N. Y., from Boston.

•

LOUIS WEITZ, has been named general manager of the Cleveland Motion Picture Exhibitors Association.

•

SPENCER TRACY is in New York from Hollywood.

•

IRVING BERLIN will leave New York by plane today for the Coast.

•

AL MARGOLIES, publicist, will leave New York today for Birmingham.

Votes Extension of Corporate Tax Rate

WASHINGTON, May 5.—The Senate Finance Committee, starting its executive session voting on the House-passed technical tax bill, tentatively voted to extend the 52 per cent corporate tax rate until April 1, 1955. The rate drops to 47 per cent as of April 1, 1955, unless Congress acts. The House also voted to extend the 52 per cent rate for another year.

Coyne to Hollywood

Robert W. Coyne, Council of Motion Picture Organizations, Inc. special counsel, left here last night for Hollywood where he will spend several days on COMPO business.

Says U. S. Market for Foreign Films Drops

The U. S. market for foreign motion pictures has fallen off 50 per cent within the past three years, Arthur L. Mayer, president of Mayer-Kingsley Distribution Co., reports.

In 1951, imported films collected $11,000,000 in royalties from the U. S., he said. "Business thus far for 1954 indicates that the foreign film royalties will be less than the $5,200,000 collected during the past two years," Mayer stated.

Mayer, who is also president of the Independent Motion Pictures Distributors Assn., said that businesswise the market here for English films has slowly but steadily gained while Italian and French pictures have been falling off slightly. The pattern is very similar to that of the American film industry, Mayer said. "A run-of-the-mill American produced film does ordinary business in first-run and subsequent-run situations," he said. "High grosses only roll in when an unusual and exceptional fine product is released," Mayer stated.

Dubbed-in English Popular

Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity and promotion for I.F.E. Releasing Corp., stated that foreign language films which have been dubbed in English enjoy a bigger business in the market which has expanded considerably for them here.

Many theatres that have never before played foreign films are now showing imports, Rosenfield said. "This may be attributed to the fewer films that American companies are distributing," he said.

Daff to Spend Half Time at 'U' Studio

Alfred E. Daff, executive vice-president of Universal Pictures, will divide his time equally between New York and the studios under a new policy whereby he will increase his attention to production matters. Daff, accompanied by president Milton R. Rackmil, left here yesterday for the Coast.

Rackmil will stop over in Chicago en route to the Coast where he and Daff will confer with Edward Muhl, vice-president in charge of production, and other studio executives.

Revise Greek Rules On Film Imports

WASHINGTON, May 5.—The Greek government has revised its regulations on film imports, according to Commerce Department film chief Nathan D. Golden.

Until now, Golden reported, the eight major U. S. distributors could send their films into Greece for distribution only on a percentage royalty basis, and not on a flat basis. The new regulations authorize importation on either a flat basis or percentage basis, with only two general limitations. The amount of flat royalties may not exceed $4,000 per feature, and remittance of flat royalties may not be made until the picture has been exhibited in a first-run theatre.

$21,750 From IA To Rogers Hospital

A total of $21,750, exceeding by approximately $4,000 the highest previous sum registered last year, was announced by IATSE locals and members as their contribution to the Will Rogers Memorial Hospital. The amount represents contributions of the union's 1953 Christmas Salute drive.

CIO Union Merger To Affect Publicists

The Distributive, Processing and Office Workers of America, parent union affiliation of the New York Screen Publicists Guild, will merge on May 24 with the Retail, Wholesale and Department Store union to form a new labor organization which will reportedly be the sixth largest in the international C.I.O., it was learned here yesterday.

Dissolution in Atlantic City

SPG president Harry Hochfeld will be in Atlantic City for the four-day labor convention in which the present union, with which the publicists are affiliated, will be dissolved.

The new C.I.O. union, which will have over 50,000 members in the New York City area, will issue a new charter to the Screen Publicists Guild. No name has yet been decided upon for it.

The publicists guild recently completed negotiations for two-year contracts with United Artists, Columbia, 20th Century-Fox, Warner Brothers and Universal. Advertising, publicity and exploitation staffers received general increases ranging up to $12.50 per week, complete union shops, reclassifications, and other benefits. The new two-year pacts expire in April, 1956, within two weeks of each other. Negotiations then could be conducted on an industry-wide basis.

Various Unions Used

Publicists at Paramount are represented by the Motion Picture Home Office Employees, H-63, IATSE. Loew's and RKO Pictures ad-pub staffers are affiliated with the Sign, Pictorial & Display Union, Local 230, AFL, while M-G-M publicists are unaffiliated. Contracts at Paramount, RKO, and Loew's have been expired for some time and publicists there have been working under the old agreements.

Area Premiere Set For 'Sins of Rome'

"Sins of Rome," Italian-made production of pagan Rome, released through RKO Radio, will be launched in this country with a penetration area premiere on June 23 in the Cincinnati and Cleveland territories, it was announced yesterday.

Brooklyn Palace Reopens

The Brooklyn Palace Theatre, which was closed for one year, will reopen today with "The Glenn Miller Story," to be followed by "Money From Home."

32 Additional Houses To Install Pola-Lite Within the Month

Following openings with the single-track Pola-Lite 3-D projection system at the Warner Theatre in Oklahoma City; Electric, Kansas City, Kan.; Whalley, New Haven; Utah, Salt Lake City, and Astor in Cleveland, Al O'Keefe, vice-president in charge of distribution for Pola-Lite, yesterday announced 32 additional installations set for the current month.

Topping the May playdates on Universal-International's "Creature From the Black Lagoon" on the Pola-Lite System are a group of eight Chicago neighborhood theatre openings at the Four Star, Marquette, Rockne, Empress, Kedzie, Commercial, Windsor and State Theatres.

Other Openings in Offing

In addition to these installations, other key city engagements utilizing the Pola-Lite system and set for this month openings include the Rialto, Tulsa; Ritz, Atlanta; Twin Drive-In, Cincinnati; Riviera, St. Paul; State, Minneapolis, and Temple and Mt. Oliver in Pittsburgh.

With forthcoming national releases of 20th Century-Fox's "Gorilla at Large" and United Artists' "Southwest Passage" and "Gog" as well as the availability of Technicolor prints on U-I's "Taza, Son of Cochise," O'Keefe is of the opinion that many other exhibitors will avail themselves of this single-track 3-D projection system.

Wants City Censor In Wake of 'Line'

BUFFALO, May 5.—Introduction of a resolution granting the city some degree of control over "objectionable" films was forecast here by Buffalo's Councilman - at - Large Joseph J. Cooley.

Cooley's announcement came following a conference with Mayor Pankow regarding the alleged protests that have been sent to City Hall over the showing of "The French Line" at the Lafayette Theatre.

"My resolution," Cooley explained, "would direct the Corporation Counsel to determine what legislation might be passed by the Council to exercise the proper control in such cases. I am certain," he added, "that such regulatory legislation would pass through the Council and would be signed by the Mayor."

Cooley said he would write to Boston for a copy of the laws of that city under which objectionable films are banned. He further emphasized that the legislation should apply only to such pictures that cannot obtain a Production Code Seal.

'French Line' in 3-D For Criterion Run

RKO Radio's "The French Line" will be shown in its 3-D version when it opens on May 14 at the Criterion Theatre here.

The third dimensional version has been outgrossing 2-D versions in comparative dates, the company reported.

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Cole Gets a Cadillac, Testimonial Lunch For Compo Service

DALLAS, May 5. — The chairman of the board of Theatre Owners of Texas, Col. H. A. Cole, was presented with a gold key to a new Cadillac at a testimonial luncheon in the Town and Country Restaurant here yesterday as a tribute to the leadership he provided in the post of co-chairman of the national COMPO tax repeal campaign.

O'Donnell Is Speaker

R. J. O'Donnell, general manager of Interstate Circuit and chairman of Texas COMPO, delivered the principal address in which he counseled, "There is no cause here for jubilant celebration, smugness, indifference or complaisance but rather a solid gold opportunity for a re-dedication to the very life and future of our industry."

Independent theatre owners Lynn Smith and H. A. Daniels were awarded watches for their assistance in the tax relief drive, by Phil Isley, president of Phil Isley Theatres and Allied Theatre Owners of Texas representing the independent Texas exhibitors.

Compo Poll Plan

(*Continued from page* 1)

press relations committee at a dinner Tuesday night. Attending were Coyne, Charles E. McCarthy, COMPO information director, and the following members of the committee: Harry Mandel, chairman; Harry Goldberg, Oscar A. Doob, Jerry Pickman and Kenneth Clark. The poll was one of the major projects decided upon last week by the COMPO co-chairmen, Wilbur Snaper, Al Lichtman and Sam Pinanski.

"Appointment of this task force," Coyne said yesterday, "is in line with COMPO's policy of seeking grass roots leadership in its project. Just as the exhibitors throughout the country formed the foundation of COMPO's successful tax repeal campaign, so we hope that a group of theatre advertising people representing various sections of the country and all types of theatres will be able to devise a practicable plan for this poll. The task force will start from scratch on this problem and will be completely unfettered in its thinking. In fact, its members will be urged to think big and draw up a plan that will enlist the support of the entire industry."

No 'Famine': Picker

(*Continued from page* 1)

shortage of important high grossing pictures. He did not see a "famine" in product for May and June, however, as contended by Theatre Owners of America and Allied States Association, if the theatre is CinemaScope equipped and does not change attractions frequently.

In support of his contention, he cited the experience of Loew's theatres in the Metropolitan area. The circuit, which is fully equipped for CinemaScope, he explained, has two changes per week in most situations, with the important attractions playing five days, encompassing the weekend. The circuit has not experienced a product "famine" nor is the outlook in that direction, Picker stated, adding, however, that he would like to see more "important" pictures produced.

PROJECTIONISTS SEVERANCE FUND SET BY MILWAUKEE EXHIBITORS

MILWAUKEE, May 5.—The Milwaukee Motion Picture Projectionists' Union, Local No. 164, IATSE, has, with the cooperation of the Milwaukee area exhibitors, created the Motion Picture Projectionists' Union Severance Trust. The trust was created for the purpose of retiring projectionists who reach the age of 65 or older, and also to lend assistance to members who have been temporarily or permanently disabled through sickness or accident. It is financed entirely by the theatre owners, who pay a percentage of the projectionists' wages into the trust fund. Payments to the trust started in January 11, and the trust fund now has a surplus of close to $50,000.

The trust is administered by a board of directors, three of whom are representatives of the employers, and three of whom are representatives of the Union.

At the board's first meeting, Harold J. Fitzgerald, president of the Fox Wisconsin, was elected chairman and Oscar E. Olson, business manager of the union, was elected co-chairman of the board. Other employer trustees are Alfred D. Kvool, general manager of Standard Riverside Co., and Harold Pearson, secretary of the Allied Independent Theatre Owners of Wisconsin. Other officers of the board of trustees and who are union representatives are Glenn C. Kalkhoff, president of the union, and Robert O. Lucht, union secretary.

Three projectionists were placed on permanent disability. They will receive $100 per month for as long as they are permanently disabled.

The trust fund is guaranteed by collective bargaining agreements which run until 1956, after which time a new agreement will be negotiated by the members of the Motion Picture Projectionists' Union, Local No. 164.

At the meeting the board of trustees placed eight projectionists on retirement at $100 per month for life. The oldest projectionist is 76 and the youngest 66.

Iowa-Nebraska ITO

(*Continued from page* 1)

independent theatre owners for exhibition in their theatres in whatever run they choose and can afford."

The resolution also expressed appreciation to Hal Makelim and John Wolfberg for personally presenting plans and to Allied for its efforts to secure additional product.

The Iowa-Nebraska group also called on film companies to aid exhibitors by "reverting to the sales policies of an earlier and more prosperous era when film rentals were apportioned among the exhibitors according to their ability to pay." The group recommended that film companies make it possible for all towns grossing $1,000 or under per week to secure "must percentage" pictures on a flat rental basis.

Another resolution called for 20th Century-Fox to make all CinemaScope pictures available in regular 2-D and single-sound track.

Kan.-Mo. ITO

(*Continued from page* 1)

lens, and Robert Smith on the Gottschalk device. On Thursday morning there will be a demonstration of the Gottschalk lens at a local theatre.

The subject of the Makelim-Borzage film plan was not presented today, because of the non-arrival of Hal Makelim and John Wolfberg. It was explained that they had been detained in Omaha longer than expected because of the great interest there in the plan.

Ben Marcus, another expected convention speaker, was not present because of an important meeting in the East concerned with the prospect that CinemaScope pictures may be made available by important producers without the requirement of stereophonic sound.

New Agency Quarters

Roy S. Durstine, Inc., has moved into expanded quarters at 655 Madison Avenue, New York City, over the weekend.

Compo Vital to the Whole Industry: McGee

(*Continued from page* 1)

agency conceived in this Industry to this time.

"Whether COMPO undertakes an active battle against local taxation or whether it sponsors the annual Academy Awards, or whether it maintains itself as a watch-dog against adverse legislation nationally, really are matters to be debated in due time and this is possible only if we maintain COMPO, which I urge desperately that you do. It isn't enough to give lip support. You must contribute funds, which I am doing, and which most of you are doing. You cannot sit back and let the other guy carry the load. Each man must do his own share. That was the only way we got the tax reduction. That's the only way we will save this industry."

On the topic of admission taxes, McGee pointed out that the tax committee had pointed out to the Treasury Department that some theatres had to retain the entire tax saving in order to stay in business and "we were complimented on our honesty."

Sees Reductions Uneconomical

Claiming the same principle holds true now, McGee continued:

"If all the tax saving should be returned to the public, then the Treasury was right in saying we didn't need relief. The Treasury doesn't want us to reduce admission prices because it hopes to recoup part of the tax loss through increased corporate taxes arising from profits. If we give the tax savings to the public our profit position is no better than it was before.

"The Treasury itself made a study to determine if prices of theatre tickets should be reduced whether it would increase attendance in the theatres. The answer was 'no,' and had we made such a claim we would have been discredited. I have tested this proposition personally in the Capitol Theatre in Lincoln, Neb., and now at the Harber Theatre in Oklahoma City. Reduced admission prices result only in reduced grosses.

'What Overhead Requires'

"We must take a firm stand and state very honestly that we are charging what our overhead requires if we are to live. No reasonable person can demand more."

McGee said he had no patience with exhibitors who want to reduce admission prices because they don't want to pay increased film rentals on the added gross. "One of the ways to increase production," he said, "is by lessening the risk to the producer through increased film rentals. If you want more pictures, you've got to make it inviting to the man in the position to make those pictures."

Continuing, McGee said:

"There are other factors such as television, but if we had more pictures we could increase attendance and the law of averages would increase the quality of the pictures. The more people trying—the better the product. This vicious cycle of decline originated with divorcement and the advent of television. If theatres went out of business, the market became smaller and the producers made less film; more theatres go out of business, less film is made, and the end is disaster.

Not Asking 'Monopoly'

"Unintentionally, I created some turmoil in Detroit when I made the statement that I thought producers should be encouraged to own and operate a few theatres since I thought that would tend to increase production. I do not advocate a return to monopoly of any degree. When producers had theatres they were guaranteed a certain amount of playtime and thus they made more pictures. Perhaps the same result would be accomplished by guaranteeing playtime without ownership, and this suggests a matter of franchises, which has been controversial for years. It might even require an act of Congress to permit it, but that might be the choice between staying in business and going out of business."

Arbitration Meet Notices Sent Out

Notices for the arbitration conference, to be held here at the Hotel Astor, beginning at 10:00 A.M. (EDT) on May 24, have been sent out to the same organizations which were originally invited, it was disclosed here yesterday by the Motion Picture Association of America.

Allied, too, it was stated, will receive a notice although it had rejected the initial invitation.

ALFRED HITCHCOCK'S

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"Gives new stature to Hitchcock! Will have audiences on the edge of their seats and be as big a hit as the play! All performances so great none could be singled out for special praise!"

BOXOFFICE

"The attention of the audience will be glued to the screen all the way!"

FILM DAILY

"Rating excellent! The showman has a property of really outstanding box-office value!"

MOTION PICTURE HERALD

"Guaranteed to hold audiences excitedly glued to their seats! Should be lusty grosser! A smash play on Broadway and should be even bigger as a picture! This is a pleasure!"

HOLLYWOOD REPORTER

"Finest mystery to reach the screen in years!"

INDEPENDENT FILM JOURNAL

ULD BRING
PTIONAL
RNS!
LLENT MYSTERY
HE BEST
HCOCK MANNER!"

OWMEN'S TRADE REVIEW

"This will register strongly! Taut suspense in the truest Hitchcock tradition!"

FILM BULLETIN

"Pace is swift and suspense constant! Will register in the better grosses! This is Top Grade!"

MOTION PICTURE EXHIBITOR

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Winners Announced In Daff Sales Drive; Doyle, Orr Victors

Top honors in the Universal-International's world-wide 1954 Daff sales drive were awarded to Far Eastern supervisor Arthur Doyle and Wally Orr, manager in Japan, Americo Aboaf, vice-president and foreign general sales manager, announced yesterday.

Doyle, who was awarded the Daff Cup which traditionally goes to the supervisor of the leading division, was followed by Al Loew's Latin American division and Harry Novak's European division, Aboaf said.

Japan placed first in the over-all world standings, topping the Far Eastern division. Chile, under manager Raul Viancos, was runner-up globally and leader of Latin America. Fourth place, Sweden, headed by Karl Jungmarker, paced the European division. Also coming in for a share of the prizes were Pakistan, which finished third in the over-all standings and second in its division, and the Philippines which ended up fifth globally and third in its division.

The final week of the 18-week sales drive was climaxed by a $1,500,000 gross exceeding the similar period in last year's drive by 15 per cent, Aboaf said. The total accumulative billings for the drive period set a new U-I record which topped the world quota by a wide margin, despite the fact that the goals set for the 1954 drive were 20 per cent above last year, it was said.

GPE

(*Continued from page* 1)

sales amounted to $23,489,132 as compared to $20,116,987 for the same period last year.

General Precision also reported that it had acquired 95 per cent of the outstanding shares of Link Aviation Inc., in exchange for 52,000 shares of Common Stock and 26,500 shares of a non-convertible $5 cumulative dividend voting series Preferred Stock. The transaction for Link, which showed a net profit for the first 13 weeks of 1954 of $628,561, was completed on April 30.

Form New Law Firm

LOS ANGELES, May 5.—Gordon E. Youngman, former vice-president and general counsel of RKO Radio Pictures, and A. Fredric Leopold, Los Angeles attorney, have formed the law partnership of Youngman & Leopold with offices here. Youngman until recently had been with the firm of Bautzer, Grant, Youngman and Silberman.

V.C. Dinner for Norris

WASHINGTON, May 5.—Glenn Norris, who was recently named Eastern sales manager for 20th Century-Fox, will be guest of honor at a testimonial dinner tendered him by Variety Club Tent No. 11 on May 17 at the Shoreham Hotel here.

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UA Birthday

(*Continued from page* 1)

helped the company in its early days, as well as to the present management and independent producers who today are continuing the UA tradition.

The progress of the industry and UA's part in its growth was recalled by Robert S. Benjamin, chairman of the board. Benjamin reviewed the company's 35-year history and expressed gratitude for support received from theatremen, independent producers and financial institutions and pledged that UA would do its utmost to bring an increasing number of outstanding films to the exhibitors and to the public.

A highlight of the evening's entertainment was the presentation of scenes from 18 United Artists hits of the past.

Father McCarthy delivered the invocation and Rabbi Wise performed the benediction.

Canadian Executives Present

Among executives and civic leaders who voiced tribute to the achievements of United Artists in the field of independent film distribution were: Jack Berensen, past chief barker of Variety Clubs International; Philadelphia City Councilman V. Blank, speaking for Mayor John Clark; David Griesdorf, general manager of the Odeon Circuit of Canada; Leonard Goldenson, president of American Broadcasting - Paramount Theatres; John J. Fitzgibbons, president of Famous Players Canadian Corp.; George Hoover, chief barker of Variety Clubs International; Harry Kalmine, vice-president of Stanley Warner Theatres; Martin J. Mullin, president of New England Theatres; Herman Robbins, president of National Screen Service; Norman Silverman, chief barker of Variety Club, Tent No. 13, and Joseph Vogel, vice-president of Loew's Inc.

V.C. Dinner

(*Continued from page* 1)

ner in the Waldorf-Astoria here.

Industry notables present will include Joseph F. Taylor, president of Bausch & Lomb; George Skouras, United Artists president; Jack Cohn, vice-president of Columbia Pictures; J. Robert Hoff, Ballantyne Co., vice-president, and W. F. Rodgers, president of newly-formed Amalgamated Productions, Inc.

The dinner will be highlighted by a dramatic and musical presentation featuring Fredric March, Cornelia Otis Skinner, Nina Foch, Martha Wright, Jack Russell, Evelyn Brooks and Maria LiGerlando. Rock Hudson, Jane Russell and Barbara Rush have joined the ranks of stage and screen stars who will participate.

V.C. Golf Tourney

ALBANY, May 5. — The twelfth annual Albany Variety Club golf tournament and dinner will be held at the Shaker Ridge Club in Colonie on June 28. Members of the committee making arrangements are Harry Alexander, Aaron Winig, Sylvan Leff and chief barker Jules Perlmutter.

$6,100 for 'Wife'

PHILADELPHIA, May 5.—"Indiscretion of an American Wife" opened at the Randolph here to a $6,100 gross, reported to be the biggest recorded at the house by a Columbia picture.

Cinerama Becomes Topic for Sermon

Now Cinerama is text material for church sermons. Dr. Norman Vincent Peale, pastor of the Marble Collegiate Church here, on Sunday took Cinerama for the topic of a sermon entitled "The Touch That Turns Failure into Success." Doctor Peale said that he went out of the theatre "with the old thrill in my heart at the unlimited possibilities that exist, not only in this universe, but in human beings," adding that "people have third dimensional powers, too."

Four Pictures Start; 25 in Production

HOLLYWOOD, May 5.—Production maintained its level during the week, with four new pictures starting and three others going to editing departments. Twenty-five others are also in shooting stage.

Beginners: "Cannibal Attack" (Col.); "Long John Silver," Kaufman (Ind.); "Deep in My Heart" (MGM), and "Dragnet," (Warner).

Finishers: "Wanted by the F.B.I." (A-A); "Bandit," Shaftel, and "Case File F.B.I.," Eclipse, (Ind.)

Jewish Film Awards

Producers of the outstanding film, filmstrip and educational TV programs in the field of Jewish interest released in 1953 will be recipients of the third annual awards sponsored by the American Association for Jewish Education at a conference to be held tomorrow at the YMWHA here. Harry Brandt, president of Brandt Theatres and the ITOA, will make the presentation.

Pathe Plans Feature

Jay Bonafield, executive vice-president of RKO Pathe is in Madrid for conferences with author Robert Rouark concerning a full-length feature film to be produced by Pathe, reported general sales manager Sid Kramer.

Standardizing

(*Continued from page* 1)

ban said Fox had not. He went on to say, however, that standardization would come, and fairly soon.

Approximately 400 people attended the demonstration, held in Loew's Capitol theatre. Area exhibitors made up the bulk of the audience, which also included government public information chiefs as well as other representatives of government agencies.

The VistaVision demonstration here repeated the New York Music Hall showing. Speaking beforehand, Balaban emphasized the fact that VistaVision is economical for the exhibitor, demanding no additional equipment. All the exhibitor will need, Balaban said, is a large screen, preferably a seamless one, in a ratio not greater than 2 to 1.

At a press conference later, Loren L. Ryder, Paramount research head, estimated that 30 VistaVision cameras would be available by August. Earlier estimates indicated that 10 or 12 would be ready by that date. At present, Ryder said, there are eight available. Other studios would start receiving cameras in June, Ryder said. He mentioned that Warner Brothers would get two and that several independent producers had ordered them.

VistaVision will be demonstrated soon in Atlanta, Toronto and Dallas, Balaban said.

Film Council Backs Knight for Governor

HOLLYWOOD, May 5.—The Hollywood AFL Film Council, which embraces a total membership estimated at 24,000, voted unanimously today to endorse and support Gov. Goodwin J. Knight to succeed himself. Knight, formerly Lieutenant Governor, succeeded Earl Warren when the latter was appointed Chief Justice of the U. S. Supreme Court.

UK Award to Brando

Marlon Brando has received the medallion of the British Film Academy for the best foreign performance of the year. The award was made for Brando's role in "Julius Caesar."

Industry Eyes 'Scope Forum

(*Continued from page* 1)

been sent out by Skouras to independent exhibitors and circuit operators for the forum. The meeting is scheduled to begin at 10:30 a.m. and will continue as long as necessary.

Skouras will be chairman of the meeting. He will be joined by Al Lichtman, director of distribution, executive vice-president W. C. Michel, vice-president Charles Einfeld, general counsel Otto Koegel, treasurer Donald Henderson, executive assistant general sales manager W. C. Gehring, research director Earl Sponable, and his associate Herbert Bragg.

A buffet luncheon will be served to the guests, following which the deliberations will be continued.

Among the theatremen who have accepted the 20th-Fox invitation are:

Louis Schine, Schine Theatres; Samuel Goldstein, Western Massachusetts Theatres; William Dipson, Batavia, N. Y.; Robert Wile, Independent Theatre Owners of Ohio; Samuel Rinzler, Irving Dollinger, N. Y.; Claude C. Ezell, Dallas; E. Ruffo, Montreal; F. Bernard, Los Angeles; Myron Blank, Des Moines; Alfred Starr, Nashville; Wilbur Snaper, New Jersey; Byron Linn, Scranton, Pa.; Max Chasens, Atlantic City; Harry Bachman, Circle, Washington and Frank Ricketson, Jr., Denver.

Among the others are Harley Davidson, Washington; Tom Burke, Minneapolis; Seymour Florin, New York; Maury Miller, New Jersey; Jack Armstrong, Bowling Green, O.; Myer Stanzler, Providence, Neil Helburn, Albany; Phil Smith, Boston; Harry Zeitz, New Bedford, Mass.; Sol Ravitz, New York; Guy Hunt, Wildwood, N. J.; Phil & David Hirsh, Philadelphia; Ted Manos, Greensburg, Pa., and Donat Paquin, Laurier Hull, Quebec.

Sol A. Schwartz, president of RKO Theatres; Joseph Vogel, vice-president, Loew's; and Harry Brandt, president of Brandt Theatres and head of the Independent Theatre Owners of America will also be in attendance at the meeting.



What's a lily to a lady?

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VOL. 75. NO. 88 NEW YORK, U.S.A., FRIDAY, MAY 7, 1954 TEN CENTS

20th DROPS STEREO SOUND REQUIREMENT FOR C'SCOPE

SMPTE Sets Drive-in Study, Sound Plan

WASHINGTON, May 6.—The Society of Motion Picture and Television Engineers will conduct a limited survey of screen brightness conditions in drive-in theatres.

The survey will be conducted by the screen brightness committee, headed by Dr. Fred Kolb of Eastman Kodak. The survey was decided on by the committee as it met during the 75th semi-annual SMPTE meeting.

The committee already has data from eight or nine drive-ins, Dr. Kolb said, but intends to get material on 25 or 30 theatres all over the country. He added that he felt this many theatres would give the committee a clear indication of the problems. The committee will not make an all-out study, it was indicated, because it feels projection practices are changing and better lighting conditions are coming.

The magnetic sound committee reported it had completed recommended standards for single film, multiple track magnetic sound. It said the

(Continued on page 6)

Seeks Total End Of Ticket Tax

A further effort to win new ticket tax reductions was urged here yesterday by Sam Pinanski, co-chairman of the Council of Motion Picture Organizations.

Pinanski, addressing the 20th Century-Fox exhibitor forum, said "I for one" will not rest until there is "total abolition" of the ticket tax. The industry, he continued, should "pursue" for further reduction of the ticket tax.

RKO Theatres Net Up in 1st Quarter; $485,358 Reported

WILMINGTON, Del., May 6.—RKO Theatres yesterday reported estimated earnings for the first quarter of 1954, ended April 3, as $485,358 after taxes, as compared to $325,361 for the first 13 weeks of 1953. The increase, announced to stockholders at their annual meeting here, follows a loss on the disposal of capital assets of $86,660, as compared to a profit

(Continued on page 2)

National Exhibitor Forum Advocates Move To Help Theatres Unable to Afford Stereo; Company Believes Public Will Demand Best

By MURRAY HOROWITZ AND FRANK STARIN

(Pictures on page 5)

The requirement that 20th Century-Fox's CinemaScope productions be exhibited only in theatres equipped with stereophonic sound will be abandoned by the company in response to exhibitor wishes and the company's continuing intention to use the wide screen anamorphic process for the benefit of the greatest number of theatres, particularly the smallest ones which otherwise would be deprived of the company's CinemaScope pictures because of being unable to afford the cost of stereophonic sound installation.

This was announced to a mass meeting of more than 500 exhibitors from all parts of the country at the 20th Century-Fox home office here yesterday. The meeting unanimously adopted a resolution in response to the invitation of company officials that an expression of exhibitor sentiment be given, that the use of stereophonic sound with 20th-Fox's CinemaScope releases be optional with the exhibitor.

With 20th-Fox top executives,

(Continued on page 4)

Doctor, Plunkett and Shaffer Top Winners Of Quigley Awards

Charles Doctor, manager of the Famous Players Canadian Capitol Theatre, Vancouver, B. C., Willis Shaffer, manager of the Fox Midwest Fox Theatre, Hutchinson, Kan., and Jack Plunkett, director of publicity for Films Paramount, Paris, were named winners in the 20th annual Quigley Awards competition,

(Continued on page 6)

C'SCOPE MEET ADOPTS OPTIONAL SOUND RESOLUTION UNANIMOUSLY

With well over 500 exhibitors representing all types of operations and from all sections of the country in attendance at the CinemaScope policy forum at the 20th Century-Fox home office yesterday, company officials asked for an expression of the policy the exhibitors would prefer to see the company adopt. At the same time, Al Lichtman, director of 20th-Fox distribution, concurred with exhibitor views that such an expression, if adopted by the meeting, would not be binding on anyone.

"Each man will decide for himself what course he will follow in the future," Lichtman said. "That's what 20th Century-Fox is going to do. It will deal with each customer individually."

Charles Goldfine, drive-in operator of Philadelphia, thereupon offered the following resolution which, after considerable discussion and debate was adopted unanimously by the meeting

"CinemaScope pictures will be made available to all theatres which are equipped with proper screens and anamorphic lenses, and the exhibitor will have the option of showing CinemaScope pictures with full stereophonic sound, single track magnetic sound or with a single optical track."

For Charitable Service

900 See German Receive N.Y. Tent's Heart Award

(Pictures on page 6)

It was Bill German Night at the Hotel Waldorf Astoria here last night when approximately 900 industry representatives gathered at a festive banquet to watch Adoph Zukor present the New York Variety Club's first Heart Award to one of the industry's outstanding leaders. Specifically the award was made for German's work as president of the Variety Club Foundation to Combat Epilepsy, but it was pointed out that his philanthropic activities cover a multitude of fields.



William German

A highlight of the evening was a sort of "This Is Your Life" sketch covering the dramatic career of the president of William J. German, Inc., tracing his step-by-step advancements from the time he entered the employ of the Eastman Kodak Co. in Rochester in 1906 as a clerk to his present status as head of the organization that supplies most of the raw stock for the industry.

The sketch, written by Morton Sunshine and narrated by Fredric March, also featured Evelyn Brooks, Gen. Lyman Munson, Nina Foch, Jack Russell, Cornelia Otis Skinner and Martha Wright.

Russell V. Downing, managing di-

(Continued on page 6)

Personal Mention

DAVID A. LIPTON, Universal Pictures vice-president, will arrive in New York over the weekend from Hollywood.

•

DAVID E. ROSE and EDWARD DMYTRYK will leave New York Sunday for London via B.O.A.C. Monarch. ARTHUR KENNEDY will leave here tomorrow, also by Monarch, for England.

•

THOMAS O'CONNOR, vice-president of RKO Theatres, and MRS. O'CONNOR have announced the engagement of their daughter, MARY ELIZABETH, to RICHARD WALSH, of Bayside, L. I.

•

EDITH MENDELSOHN, wife of AL MENDELSOHN, Universal Pictures TV and radio publicity contact in New York, has been voted "Town and Village's Loveliest Mother."

•

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., will leave here today for Denver and Salt Lake City.

•

WOLFE COHEN, president of Warner Brothers International, will arrive in New York by plane today from the Coast.

•

ROY M. BREWER, executive assistant to STEVE BROIDY, president of Allied Artists, will leave Hollywood Monday for the Middle West.

•

JOHN S. ALLEN, M-G-M Southwestern divisional sales manager, has returned to his Dallas headquarters from New York.

•

PHIL ISAACS, Paramount Pictures branch manager in Washington, was in New York yesterday from there.

•

JAMES BOYLE, of M-G-M's special publicity staff, will return here at the weekend from Chicago.

•

GEORGE SEATON, producer, left New York yesterday by plane for Hollywood.

•

LEON ROTH, West Coast publicity coordinator for United Artists, is in New York from Hollywood.

•

CARY GRANT will arrive here from Hollywood on Monday, enroute to France.

•

DAVID MILLER, director, left here Wednesday for London via B.O.A.C. Monarch.

•

LOU FIELD, M-G-M advertising art director, has returned to New York from Hollywood.

•

WILLIAM MURPHY has been named assistant manager of the Allyn Theatre, Hartford.

•

ARTHUR BLAKE sailed from here Wednesday on the "Ile de France" for Europe.

•

ELIA KAZAN has arrived in New York from Hollywood.

ABC Has Air Rights To Marciano-Charles

Exclusive radio rights to the June 17 heavyweight title fight between Rocky Marciano and challenger Ezzard Charles have been acquired by the American Broadcasting Co. for an undisclosed sum, it was announced this week by the network.

The Yankee Stadium bout, which is being promoted by the International Boxing Club, will be aired over ABC stations throughout the country and the Canadian Broadcasting Corp. under the sponsorship of Gillette.

The television rights for the fight were purchased from the IBC by Theatre Network Television, which will telecast the fight on a closed theatre television circuit.

TNT reports that 11 drive-in theatres have already signed to carry the bout, using leased equipment. Fabian Theatres in Albany, Troy, Richmond and Norfolk have not set any prices as yet for the title go. TNT, is was understood, is offering a guarantee of 50 cents per seat against every $1.30 ticket that is purchased or a guarantee of 10 cents per seat against $1.40 for every ticket sold, whichever is higher.

Cincinnati Gets Cinerama June 21

Ninety weeks after opening on Broadway here, "This Is Cinerama" will begin its 12th U. S. engagement on June 21 when the new medium opens at the Capital Theatre in Cincinnati, Lester B. Isaac, director of Cinerama exhibition for the Stanley Warner Corp., announced yesterday.

Unlike the previous openings, the Cincinnati premiere will bypass the invitational performance with tickets being sold on the first night to the public.

Webb to Make U.S. 'Dragnet' Tour

BURBANK, Calif., May 6.—Jack Webb, Warner Brothers director-star of "Dragnet," a Warnercolor product which will be available for August release, will make a 30-day personal appearance tour of 30 cities throughout the country in conjunction with the film's openings.

Ben Alexander, Webb's partner in both the television program and the feature-length film, and Richard Breen, screenplay writer, will accompany Webb on the tour.

7 Weeks for 'Desert'

TORONTO, May 6.—Walt Disney's "The Living Desert," being released throughout Canada by RKO Radio, went into a seventh week at the Towne Cinema here. No feature in recent times has held over for such a length of time at the theatre, it was said.

Retain UA Lead

With only two weeks to go, United Artists' Dallas, New Orleans, and St. John exchanges retain the lead in the company's 35th anniversary sales drive honoring President Arthur B. Krim.

Skouras 'Scope Plan Described by Myers To Kansas-Mo. ITO

KANSAS CITY, May 6.—The new policy of 20th Century-Fox with regard to CinemaScope was described here today by Abram F. Myers, general counsel of Allied States Association, at the convention of the Allied Independent Theatre Owners of Kansas and Missouri. Myers stated that he had received by wire the details of the plan from Spyros P. Skouras, president of 20th-Fox.

Myers also discussed M-G-M's step in the direction of non-requirement of stereophonic sound with its CinemaScope pictures. He also detailed the operation and effect of Paramount's VistaVision.

Miller Presides

Beverly Miller, president of the unit, presiding, referring to the numerous types of new equipment being offered, and to the difficulty of exhibitors in arriving at decisions for expenditures and selection among the varieties, made a recommendation for exhibitor study. This suggestion, which was stated as his individual opinion, was that the association buy sets of newer items such as lenses, and rent them to members to be used for a few weeks, so that, at a relatively small cost, many exhibitors might have personal experience helpful to them and to the whole group for conclusions as to worth.

The Makelim film plan was discussed by three speakers, Hal Makelim, Sam Nathanson and John Wolfberg. Several exhibitors expressed their attitudes toward the plan, emphasizing their concern of the product shortage.

The convention visitors this morning attended a demonstration of the Gottschalk lens at the Esquire Theatre.

Officers Reelected

The annual election resulted in the reelection of Miller as president, and Gene Musgrave as vice-president. Ronald Means was elected secretary-treasurer, succeeding his father, Jay Means. Four Kansas directors were elected, succeeding directors whose terms had expired or who had retired from active work on the board, namely, LeRoy Hitchings, Osage City; Alex Shniderman, Concordia; C. Bratton, Council Grove, and Tal Richardson, Coffeyville. Three directors were elected from Missouri: Ed Harris of Neosho, Ray Cook of Marysville, and Herbert Jeans of Columbia.

The association voted Wednesday that a telegram be sent expressing to Charles Reagan the congratulations of the association for his offer of CinemaScope pictures by Metro without requirement of using stereophonic sound.

SMPTE to L. A.

WASHINGTON, May 6.—The Society of Motion Picture Engineers decided to hold its fall meeting in Los Angeles at the Ambassador Hotel from Oct. 18 to 22.

RKO Theatres

(Continued from page 1)

from the sale of capital assets of $13,754 during the first quarter of 1953.

Profits from operations after all charges and taxes, was $1,543,876, as compared to $1,041,695, for the same period a year ago. Estimated taxes more than doubled for the first quarter of 1954 over the same period a year ago, RKO reported. Estimated taxes for the first 13 weeks of this year amounted to $460,000 as compared to $200,000 for the like period of 1953.

Sol A. Schwartz, RKO president, addressing the stockholders, called the company's improvement in estimated earnings "largely a result of the number of fine quality pictures shown in the RKO theatres during the first quarter." He emphasized these earnings came after provision for increased depreciation charges resulting from the installation of new equipment.

"Since our annual report," Schwartz said, "we have disposed of one unprofitable theatre and leased another theatre, the Capital, Cincinnati, for the presentation of Cinerama pictures. We were required to dispose of this latter theatre under our consent decree with the government," Schwartz added.

All directors were re-elected at the meeting.

Show 'Line' Pending Trial in Springfield

HARTFORD, May 6. — Judge Thomas J. O'Malley of Springfield, Mass., District Court today ruled that the Court Square Theatre, Springfield showing of RKO's "The French Line" could continue as long as the seized film remains in the hands of Springfield police for use as evidence.

He set May 21 as the date for trial against Burton Bonoff, theatre manager, and Samuel Wasserman Theatrical Enterprises, Inc., on police charges that the film violates the Massachusetts statutes dealing with immoral entertainment.

Springfield police clamped the lid on the controversial film Wednesday afternoon. The Theatre reopened this afternoon, using another print rushed to the theatre today from Boston.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"EXECUTIVE SUITE"
starring
WILLIAM HOLDEN • JUNE ALLYSON • BARBARA STANWYCK
FREDRIC MARCH • WALTER PIDGEON • SHELLEY WINTERS
PAUL DOUGLAS • LOUIS CALHERN
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

CREATURE FROM THE BLACK LAGOON 3D
Starring RICHARD CARLSON-JULIA ADAMS
PARAMOUNT
TIMES SQUARE

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We have just concluded the most successful sales drive in the history of Universal-International.

Naturally we are very proud of our organization—all those people in production, distribution and promotion who made this record-shattering feat possible.

But we are especially proud of the exhibitor relationship which, more than anything else, contributed to this great success.

We thank you, Mr. Exhibitor, for your confidence and cooperation.

And the best way we know to say "thank you" is to keep on delivering the pictures that make big profits for all. To this we dedicate ourselves during the coming year.

Sincerely,

C. J. Feldman

Charles J. Feldman
Vice President and General Sales Manager

FOX DROPS STEREO-SOUND POLICY

Exhibitors in Accord on 'Scope Change

(*Continued from page* 1)

headed by Spyros Skouras, president, presiding, it was underlined that the change in company policy does not signify any loss of confidence in the value and importance of stereophonic sound to the theatre but is, rather, a concession to those exhibitors only who otherwise would be unable to play the company's CinemaScope releases. It was reiterated again and again during the meeting, which was opened at 10:45 A.M., and adjourned at 4:30 P.M. with an hour's intermission for a buffet luncheon on the premises, that stereophonic sound is an important advance in industry techniques, that it is in its infancy now and that as improved use of it is made by producers, it is destined to become the public's choice.

Many exhibitors enthusiastically expressed themselves in agreement with 20th-Fox executives in that appraisal and said that the company could afford to make the concession it agreed to because the contrast between stereophonic and optical sound recording would be all the more marked and would bring about the public decision that much sooner.

Thus, 20th-Fox became the third company to abandon the requirement that stereophonic sound be used for CinemaScope presentations. Warners toyed with the policy but finally discarded it. Last week, Loew's served notice it would no longer require it but strongly recommended stereophonic use as a distinct plus value which will be important to the industry as well as to individual pictures.

Skouras, in London earlier this week, intimated that whatever policy came out of yesterday's meeting would be extended by the company to the world market, as well as the domestic one.

Seated with Skouras at the head table at yesterday's forum were Al Lichtman, director of distribution; William C. Gehring, general sales manager, who acted as chairman of the meeting; W. C. Michel, executive vice-president; Charles Einfeld, vice-president; Donald Henderson, treasurer; Murray Silverstone, head of 20th-Fox International; Earl Sponable, director of research; Herbert Bragg, assistant director; Wilfred Eady, comptroller; Alex Harrison, Western sales manager; and Glen Norris, Eastern manager.

Welcomed by Gehring

Skouras, whose speech is reported in greater detail elsewhere in this issue, opened the meeting after a welcome and invocation by Gehring, by reviewing the company's efforts to find something that would bring the industry out of its slump and arm it with the new and different, with which to successfully compete with television in the future.

That something, they ultimately concluded, was CinemaScope and they set about developing and introducing it. He reviewed the cost to his company, the progress made in brief time and emphasized that from the beginning they considered stereophonic sound not only an integral part of CinemaScope but also essential to the job it was to do for the theatres and the industry. He pointed out the results accomplished in the relatively brief time and urged that no matter what decision the exhibitors make, they can benefit by CinemaScope in its original form.

Lichtman, whose address also is treated more fully in this issue, followed Skouras. He related that the company originally had planned national exhibitor forums for next month to discuss future CinemaScope policy with questionnaires to be distributed and the company's decisions determined by the replies. He said that the plan was changed to yesterday's single forum at the home office at the urging last Tuesday of Ben Marcus, Allied States president, who held that action needed to be taken immediately to aid the drive-ins and the smallest theatres.

Lichtman Urges 'The Best'

"We're not telling you what to do," Lichtman concluded, "but if you can afford it and want to give your customers the best, then install full stereophonic sound. If you can't, we'll give you single track optical prints."

The meeting then was thrown open to discussion from the floor. A question which recurred throughout most of the day was: After stereophonic sound no longer is required, what protection will you give those who cooperated with you in the early stages of CinemaScope by installing it?

To this, both Gehring and Lichtman said the company is in "full sympathy" with such exhibitors and will extend to them all the protection the law allows. They pointed out that it wouldn't be "practical" to sell a 2-D version of a picture immediately after its release in CinemaScope.

Quite a few exhibitors pleaded with the company not to alter its policy with respect to stereophonic sound, arguing that it has proved itself already and that to abandon it would be a step backward "to where we were a year or two ago."

Also, numerous exhibitors commended the company and its executives warmly for giving the industry the lift it did with the introduction of CinemaScope and for re-winning public attention and interest in motion pictures.

Commended by Exhibitors

The afternoon session was sparked by a warning from Leonard Goldenson, president of American Broadcasting-Paramount Theatres, that "those (theatres) that don't get in modern equipment will go out of business." He further warned the assembled exhibitors against trying to turn the clock back, of returning to "pre-stereophonic" days, without recognizing the progress that has been made.

Goldenson aired his views in support of an amendment to the confirmed Goldfine motion, an amendment which sought to break down the Goldfine motion to separate propositions on the wide screen, the anamorphic lenses, four-track magnetic stereophonic sound, one-track magnetic sound and one-track optical sound.

Introduced by Horwitz

The amendment was introduced by Moe Horwitz, of Cleveland, who objected to what he called the "stampeding" on the Goldfine motion. As a supporter of magnetic sound, Horwitz said that he wanted each facet of the Goldfine motion voted separately.

This sentiment was echoed by Goldenson, who said his company has spent over $6,000,000 equipping for Cine-

(*Continued on page* 5)

Lichtman Left Decisions In Laps of Exhibitors

By SHERWIN KANE

The manner in which CinemaScope pictures should be presented was laid in the laps of the exhibitors here yesterday by Al Lichtman, director of distribution of 20th Century-Fox, at the company's exhibition forum. Declaring that the ideal way of presentation, for which CinemaScope originally was designed, is with full stereophonic sound, Lichtman listed three other systems as possible methods. They are:

¶ With single magnetic track which has high fidelity and which requires only one horn behind the screen but requiring the so-called button-on or penthouse sound heads, in addition to the large screen and anamorphic lenses.

¶ The single optical track sound.

¶ The 2-D or conventional screen size.

As to the latter, Lichtman said that in his opinion, such a presentation would be "retrogression and the biggest mistake in the world not to show CinemaScope pictures in the anamorphic system," adding that "for this type of exhibition all you would require would be merely the large screen and the anamorphic lenses for your two machines."

Lichtman said that it was only natural for 20th-Fox to feel, having created the system, to urge all exhibitors to install the full stereophonic sound system. However, he continued, "if you feel that for reasons of your own, whether they be economic or otherwise, you prefer for us to serve you with the single track, either magnetic or optical, or 2-D, that is for you to express your opinion."

Tracing the history of CinemaScope which, he said, was inspired by Cinerama, Lichtman pointed out that 20th-Fox engineers, in dissecting Cinerama, came to the conclusion that one of the most integral and most important phases of creating its "exciting" entertainment was stereophonic sound. It was a grave problem to them, he added, whether this magnetic stereophonic sound with four tracks could be placed on the 35mm. film and it was not until last July that they came up "with the victorious answer."

Quotes Production Figures

Giving statistics, Lichtman said that there are 75 CinemaScope pictures in production and in preparation by various companies; there are more than 4,200 theatres in the U. S. and Canada fully equipped with stereophonic sound, the majority with surround horns; equipment dealers have 278 orders on hand, 160 of which were received last week.

"If we were to follow the line of least resistance," Lichtman stated, "and not fight for what we believe in; namely, that CinemaScope pictures with full stereophonic sound would greatly improve the business of the theatres, we could easily have made a simple announcement that anybody who wanted to play CinemaScope pictures could do so with or without stereophonic sound. In the final analysis, it is not pleasant to fight lifelong friends and customers."

20th-Fox $8,000,000 in 'Hole' on Equipment

Twentieth Century-Fox is in the "hole" for about $8,000,000 in guarantees to manufacturers for CinemaScope equipment, it was disclosed here yesterday by Spyros P. Skouras, president.

Skouras, commenting on his company's $16,000,000 investment in order to facilitate the manufacturing of CinemaScope equipment, said $8,000,000 remains unfulfilled by exhibitor orders. Of the $8,000,000, he continued, from $4,500,000 to $5,000,000 has been invested in guarantees for the CinemaScope lenses.

Laud Company On Boost It Gave Industry

Fox Got Plenty Help Setting Policies

Several exhibitors at the CinemaScope forum yesterday balked at telling 20th Century-Fox what its new policy should be, asserting "It's the company's property. Let it exercise its judgment as to how best to sell it."

After one such remark, Spyros Skouras, 20th-Fox president, observed: "We've had plenty of help to date in exercising our judgment."

The exhibitor audience roared appreciatively.

At 20th Century-Fox CinemaScope Forum







EXHIBITORS from Coast to Coast attended 20th Century-Fox's forum on CinemaScope and new techniques here yesterday. First photo, left to right: Sam Goodman and Fred Schwartz, Century Circuit, and Abe Dickstein, 20th-Fox N. Y. branch manager. Center photo: Spyros Skouras, president of 20th-Fox, and Al Lichtman, director of distribution, who addressed the meeting. Right photo: Fox West coast executives Ed Zabel, George Bowser and R. L. Garland.

Importance of Small House Is Stressed

(*Continued from page* 4)

maScope, including stereophonic sound. The AB-PT president, referring to the objections over stereophonic sound voiced by many drive-in owners, acknowledged that the drive-in situation represents a "separate problem." He went further, claiming that 20th-Fox policy on stereophonic sound has "hurt" the drive-ins, maintaining that stereophonic sound for drive-ins at this stage of development "doesn't mean a thing."

Skouras then stood up, seeking to clarify the situation. He said that 20th-Fox is confronted with appeals from exhibitor organizations to make stereophonic sound optional. Skouras, emphasizing that the CinemaScope medium was introduced to keep the small exhibitor in business, said that as a distributor "you go broke fast" if you eliminate the five to 15 per cent of the revenues depending on the attractions that are derived from small theatres.

Skouras, his voice rising, went on to warn of the further dangers in new municipal taxes that would arise if the small exhibitor was driven out of business. At this point, the assembled gathering applauded.

Goldenson, bowing to what he called "the democratic way of doing business," then acknowledged that "free choice" should be given to the small exhibitor.

Allied president Ben Marcus then took the floor and sought to table the Goldfine motion, maintaining that a vote "is not binding or representative of the 18,000 theatres" in the country. This gathering is not a club or organization, he declared.

"I was of the opinion," he opened his remarks, that 20th-Fox called this meeting "to rectify some of these conditions imposed on us." Marcus went on to say that all of the exhibitors had praised CinemaScope and that everyone is in favor of a large-screen and an anamorphic lens. As long as 20th-Fox makes the sound phase of CinemaScope optional, he went on, let's go home and play CinemaScope pictures.

Alfred Pickus, of Stratford, Conn., then rose to read a letter from Walter Reade, Jr., president of Theatre Owners of America. Reade, explaining his absence due to a prior speaking engagement commitment in Little Rock, Ark., asked 20th-Fox in his letter to make stereophonic sound optional.

Lichtman Urges Vote

Lichtman, objecting to Marcus' position that no vote be taken, said there is "nothing wrong" in getting an expression of sentiment.

Sam Rinzler, of New York, provided a few humorous notes, relating his experience with 3-D. But he was strong in his support of CinemaScope, warning against any double-billing of two CinemaScope features.

Earl I. Sponable, 20th-Fox research director, in response to an exhibitor question on how much the medium would suffer from the lack of stereophonic sound, said flatly that "CinemaScope without stereophonic sound is going to be very bad. The public," he continued, "will recognize stereophonic sound and demand it."

Before the Goldfine motion was passed by an acclamation of "yeas," Skouras told of the "untenable" position in which his company finds itself, with many of 20th-Fox's "exhibitor friends" hurling brick-bats at it on the stereophonic sound requirement. He said "I honestly feel it will help" if theatres initially install CinemaScope screen, the anamorphic lens and the magnetic sound head, and "eventually" the full stereophonic sound system. Many small theatres, he granted, are "up against it" financially. But as time goes on, he continued, the theatre with the best equipment will do the best business.

Following the buffet luncheon, Sam Pinanski, a member of the governing triumvirate of the Council of Motion Picture Organizations, was the first speaker recognized at the resumed

(*Continued on page* 6)

Cautions Against 'Empty Victory' at 20th Meeting

Exhibition was warned of an "empty victory" here yesterday by Leonard Goldenson, president of American Broadcasting-Paramount Theatres if after winning the "optional" concession on sound from 20th Century-Fox, it returns to "pre-stereophonic days."

Goldenson's warning was one of the highlights of the 20th-Fox CinemaScope forum, attended by over 500 exhibitors from all over the country.

The AB-PT president maintained that the potentialities of stereophonic sound have, as yet, not been touched by the initial CinemaScope productions. He told of his conversations while on the Coast with Darryl F. Zanuck, 20th-Fox vice-president in charge of product. Zanuck agreed, Goldenson said, that producers have not yet learned to use stereophonic sound.

Saying that AB-PT as a company has spent over $6,000,000 in CinemaScope installations, Goldenson credited 20th-Fox for doing "more" than any other company to alert the American people that the entertainment offered in motion pictures is different than that offered on television. In this connection, he mentioned his company's tie-up with American Broadcasting Co., a division of AB-PT.

He drew a parallel between the motion picture industry and the record ndustry in 1932 and 1933, which, he said, was a low for the record industry, with people maintaining that you could get "free" records on the radio. Now, he pointed out, the record industry is at its height, with "Hi-Fi" and other methods of "good" sound.

Skouras Warns Exhibitors on 'Indifference'

By LESTER DINOFF

Exhibitors assembled at 20th Century-Fox's home office forum on CinemaScope and stereophonic sound were warned yesterday by Spyros P. Skouras not to lapse into indifference and allow another 25 years to pass without introduction of changes in motion picture presentation.

Independents and circuit operators, all of whom were invited by the 20th-Fox president to attend the roundtable discussion on the medium, heard Skouras appeal for improvements, such as CinemaScope and stereophonic sound, each year to keep up with the demands of the market.

Called Answer to TV

The sole anxiety of 20th-Fox, Skouras told the theatremen, was to enable the exhibition branch of the industry to survive the competition of free home television. The company's wholehearted effort in introducing the medium enabled theatres throughout the world to present better entertainment, he said.

No matter what may be said in heat of controversy or discussions, it is simply a fact that a producing and distributing company would not be serving its best interests if it did not try to serve the best interests of its customers, the 20th-Fox head stated. "Make your decisions in the light of the facts and the impact of CinemaScope as a complete system composed of anamorphic lenses, improved reflective screens and stereophonic sound," he told the audience.

CinemaScope, while still in its infancy, has revolutionized this industry, not only by expanding the area of a screen for better exhibition, but also by expanding the area covered by the camera, he said. Therefore, in the era of large screen and more comprehensive production techniques, the industry is no longer standing still and awaiting its own destruction, the film executive stated.

At William German Testimonial Dinner







PHOTOGRAPHED at the Waldorf-Astoria last night as the New York Variety Club's first Heart Award was presented to William J. German are, left to right, first photo: Spyros P. Skouras, president of 20th Century-Fox; Harry Brandt, of Brandt Theatres; Barney Balaban, president of Paramount Pictures; German and Russell Downing, managing director of Radio City Music Hall. Center photo: German, Downing and Adolph Zukor, chairman of the board of Paramount Pictures. Third photo: Rev. Edwin B. Broderick, Skouras, William F. Rodgers, of the newly-formed Amalgamated Productions, and Downing.

German

(*Continued from page* 1)

rector of Radio City Music Hall, was chairman of the dinner committee and a principal speaker. Others were Edward L. Fabian, chief barker of Tent No. 35, and Rev. Edwin B. Broderick, who delivered the invocation. Maria Di Gerlando sang the national anthem.

Dais List Impressive

On the dais were: Rev. Edwin B. Broderick, Maria Di Gerlando, Jack Russell, Abe Montague, Samuel Rinzler, Robert S. Benjamin, Evelyn Brooks, Al Lichtman, J. Robert Rubin, Martha Wright, Dick Walsh, Rock Hudson, Barbara Rush, Gus S. Eyssell, Fred J. Schwartz, George Skouras, Max A. Cohen, Alfred W. Schwalberg, Charles J. Feldman, Charles Boasberg, Hermann G. Place, Rabbi Bernard Birstein, William F. Rodgers.

Many Players Included

Also, Joseph F. Taylor, Gen. Lyman Munson, Sol Schwartz, Leonard Goldenson, Max E. Youngstein, Spyros P. Skouras, Cornelia Otis Skinner, Adolph Zukor, William J. German, Russell V. Downing, Edward L. Fabian, Fredric March, Harry Brandt, Nina Foch, Barney Balaban, Thomas J. Hargrave, Joseph Vogel, Jack Cohn, Arthur Krim, Harold Sharp, Alen E. Freedman, Wilbur Snaper, George Hoover, William J. Heineman, Maury Goldstein, Dr. H. Houston Merritt, Jack Beresin, Cornelius Van Neil, Richard W. Altschuler, C. Jules Brulatour, J. Robert Hoff and James L. Wolcott.

SMPTE

(*Continued from page* 1)

standards had been worked out in cooperation with the Motion Picture Industry Council and still must be approved by the American Standards Association.

Twentieth Century-Fox, it was announced, will make a test film using those standards and this film will be made available to all CinemaScope installations for check purposes.

Exhibitors' Views Vary

(*Continued from page* 1)

session. Pinanski praised 20th-Fox for its "pioneering" efforts, but called for an optional choice on sound.

Nate Yamins, of Fall River, Mass., warned against the "isolated" impact of CinemaScope if the medium is confined only to theatres fully equipped for stereophonic sound. He forecast that once CinemaScope pictures are released without restrictions, exhibitors not now fully equipped will make enough money to become so. Yamins further urged that CinemaScope pictures be made available in 2-D for drive-ins.

51 Schine House Equipped

Louis Schine, of the Schine Circuit, of Gloversville, N. Y., said that 51 of the Schine houses are fully equipped for CinemaScope and he praised the grossing power of the medium. In an aside, he called for a more orderly releasing pattern. Harry Seitz, of New England, lining up with those who want to keep the medium as is, said that CinemaScope business is "great."

Drive-in operators Meyer Ribbs, of New Orleans, and Jack Barker, of Chicago, took opposite tacks on the value of multiple-speaker stereophonic sound in drive-ins, Ribbs against it and Barker in support. Bob Hoff, of Omaha, who also manufactures drive-in speakers, speaking as a drive-in operator, called for one-track magnetic sound.

Objects to 'Stampeding'

Ethel Miles, of Columbus, O., expressed her opposition to being "stampeded" on the motion, saying that the public has been sold on stereophonic sound. The concern of 20th-Fox, she maintained, should be with trying to bring down equipment costs rather than modifying the system.

Louis Rosenbaum, Muscle Shoals, Alabama exhibitor, was one who wanted to know what protection or advantage would be offered to those who initially accepted CinemaScope and made the large necessary investments. Sidney Lust of Washington, emphasized the advantage of CinemaScope but said he had been uncertain about putting it in his drive-ins. Ben Marcus, Allied president, suggested that stereophonic sound is so good it wouldn't hurt to play the same film in 2-D day-and-date.

Brown Quotes Letter

Herb Brown, a Greenfield, Mass., exhibitor, read a letter he had written to a trade paper in which he disclaimed the box office advantage claimed for CinemaScope by making a personal comparison between a wide screen picture and an academy award winner. He further asserted that stereophonic sound "should be optional at the exhibitor's discretion." Gehring remarked that regardless of what decision might be made at the forum 20th Century-Fox's policy will be to continue to make all big productions with stereophonic sound.

Jack Farr of Texas Drive-In Assn., offered 305 telegrams and letters in opposition to the present Fox policy while Charles Weisenberg of the same organization, asserted his approval of CinemaScope without stereophonic sound.

Charlie Goldfine, a Philadelphia drive-in exhibitor asserted that the drive-in problem was Fox's and that the distributors and exhibitors should look out for themselves.

Skouras said 20th's plans for the immediate future include investment of $50,000,000 for 16 productions to be released from May to December.

I. J. Hoffman, head of a Massachusetts - Connecticut circuit, again brought up the question of special consideration for pioneering CinemaScope exhibitors.

The final speaker of the morning session was Harry Brandt, president of Independent Theatre Owners Association of New York. Brandt, praising CinemaScope, said that he could only afford full CinemaScope installations in 34 out of 144 theatres which his circuit operates. He suggested that the stereophonic sound policy be modified so that he could play CinemaScope pictures in the remaining 110 Brandt theatres. Brandt also mentioned the product shortage facing theatres.

Gehring in response saw 18 to 22 CinemaScope productions from 20th per year, in addition to some conventional films. It was also disclosed at the meeting, that there are about 3,900 theatres in the U.S. now fully equipped for CinemaScope, with a remaining 300 orders yet to be filled, representing about 4,200 theatres equipped or in the process of equipping.

Awards

(*Continued from page* 1)

licity and exploitation executives from distribution and circuit home office organizations examined a record number of entries by Managers' Round Table members before making the selections.

Doctor received the Grand Award for large situations, Shaffer the Grand Award for small situations and Plunkett, the overseas Grand Award.

In addition to the grand awards, honorable mentions went to Sam Gillman, State theatre, Syracuse, and Al Jenkins, Odeon theatre, Vancouver, for large situations; to Bob Harvey, Capitol Theatre, North Bay, Ont., and John M. Enders, Calderone Theatre, Hempstead, N. Y., for small situations.

Overseas Citations Made

To Benno Erb, Metro Theatre, Santiago, Chile; Miss Lily Watt, Odeon Cinema, Coatbridge, Scotland; Edward Alva, Metro Theatre, Bombay, India; and Douglas Ewin, Savoy Cinema, Stourbridge, England, for the overseas competition.

Martin Quigley announced at the awards judging that a new grand award for "skill and success" in refreshment merchandising" will be given in connection with the newly expanded Better Refreshment Merchandising service of Quigley Publications. The first such award will be made next year for entries submitted during 1954.

In another announcement, Quigley said that starting this year, the competition rules will be revised to make previous award winners ineligible for future awards.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 89 NEW YORK, U. S. A., MONDAY, MAY 10, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

IT was only natural that with more than 500 exhibitors of varying backgrounds and interests gathered at the 20th Century-Fox home office last Thursday for the open forum on CinemaScope policy that subjects other than stereophonic sound and anamorphic processes would be discussed. Louis Schine of the Schine Circuit, Gloversville, was one of those who diverged and expressed a viewpoint that struck many, this department among them, as decidedly worthwhile.

Probably with both the impending spring product shortage and the opportunity presented by the new processes and the reawakened public interest in things cinematic to re-win millions of new customers to the theatres in mind, Schine suggested that the leading producing-distributing companies arrange their release schedules so as to provide an uninterrupted flow of the "fewer but bigger and better" pictures for which the companies forsook volume production.

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Schine pointed out that 30,000,000 new customers cannot be won for the nation's theatres by providing their screens with one good picture in one week and nothing outstanding for the next three weeks. It can hardly be argued that should that prove to be an accurate representation of the industry's release schedules for the coming months, there is little chance of re-winning large numbers of new patrons or of holding those who may be attracted.

If it is legally possible to do so, it would appear that distributors, if only by looking over their shoulders at what the other fellow is doing, could come up with release schedules fairly approximating the Schine recommendation, if not actually realizing it.

The experiment obviously holds as much significance for distribution as it does for exhibition.

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THE fifth annual campaign by United Cerebral Palsy Association is being conducted during the

(*Continued on page 2*)

Extend RKO Stock Deadline to June 30

Holders of stock in RKO Pictures have been given until June 30 to tender their shares for redemption by the company at the rate of $6 per share, in accordance with a letter mailed Friday, which extended the deadline for redemption, which was formerly May 17.

Stockholders who desire the privilege of having their stock redeemed were advised to surrender their certificates to the redemption agent of Irving Trust Co., at One Wall Street, New York.

3 Reach Accord in Kansas City Suit

KANSAS CITY, Kan., May 9.—A stipulation enabling the Electric Theatre here to show pictures on a first-run basis at the same time as theatres in downtown Kansas City was entered in the U. S. District Court here.

The stipulation, entered by Judge Albert A. Ridge, was agreed to by 20th Century-Fox, Fox Midwest, Inc., and Universal Film Exchange, Inc. The three defendants and others had been sued for $1,500,000 in an action by W. D. Fulton, owner of the Electric, filed in July, 1952. Fulton also, according to terms of a covenant and contract not to sue, is to be paid $130,000 by the three defendants in the case.

Other defendants, against whom the action is still pending, include: National Theatres Corp., Loew's, Inc., Paramount Film Distributing Corp., RKO Radio Pictures, Inc., Warner Brothers Pictures Distributing Corp., United Artists Corp., and Columbia Pictures Corp.

Quarterly Admission Tax, $70,723,363

WASHINGTON, May 9.—General admission tax collections in the quarter ended March 31 amounted to $70,723,363, the Internal Revenue Service reported. Collections in the first quarter of 1953 amounted to $63,643,167, but the two figures are not strictly comparable due to a change in reporting methods inaugurated last June.

20th to Make Available

OPTIONAL 'SCOPE PRINTS IN JULY

Youngstein Abroad On U.A. Production

Max Youngstein, United Artists vice-president, is scheduled to leave here next Saturday for Europe, where he will establish a base in Rome and will spend most of the summer on United Artists' production and Continental promotion activities for the company's forthcoming product.

The move is in line with a gradual switch over an extended period of Youngstein's duties to production matters which, he estimates, now comprise about 90 per cent of his activities. Joseph L. Mankiewicz has "The Barefoot Contessa" in production in Italy for U. A. release and Youngstein will be in contact with this and other productions for U. A. to be of help where he can.

In addition, the U. A. executive will visit other European capitals on distribution and promotional activities. The Continental publicity organiza-

(*Continued on page 3*)

Six to Start at MGM In June, July, August

HOLLYWOOD, May 9.—M-G-M will put into production six additional features during June, July and August. Five pictures are being made at this time and one more will start later this month.

The six films scheduled for June, July and August are "Love Me or

(*Continued on page 3*)

Exhibitor to Have Choice Of Print, According to His Sound Installation

Starting July 1, 20th Century-Fox will make three types of prints available for each CinemaScope picture, it was disclosed here at the weekend by Al Lichtman, distribution director of the company.

Lichtman, setting in motion the unanimous action taken at last Thursday's 20th-Fox CinemaScope forum, announced that CinemaScope pictures will be made available with single-track magnetic sound, single track optical sound, in addition to four-track magnetic stereophonic sound.

Lichtman, making the announcement at a specially convened meeting of domestic and Canadian division and branch managers here, declared that the company's new policy of not requiring stereophonic sound will bring CinemaScope to the widest possible audiences of conventional and drive-ins during the strong summer exhibition season.

In reviewing the results of the forum, Lichtman said that exhibition appreciation of stereophonic sound

(*Continued on page 3*)

Schwartz Rejects 'Pre-Stereo' Sound

A strong assist for the utilization and development of stereophonic sound came at the weekend from Sol Schwartz, president of RKO Theatres.

Schwartz, unable to attend the CinemaScope forum conducted by 20th Century-Fox last Thursday because of his company's stockholders meeting, warned against any step backward. The RKO Theatres' president lined himself up with the sentiments voiced by Leonard Goldenson, president of American Broadcasting-Paramount Theatres, in warning

(*Continued on page 3*)

Kans.-Mo. Reaction Encourages Makelim

KANSAS CITY, May 9. — The dominating activity at the close of the annual convention of the Allied Independent Theatre Owners of Kansas and Missouri, which was continued Friday, was concerned with the signing of contracts for the Makelim-Borzage film plan. A substantial pro-

(*Continued on page 3*)

20th Conducting Tests on 'Composite' 'Scope Print

Tests on the feasibility of making composite CinemaScope prints capable of servicing the three alternate sound systems are now being conducted by 20th Century-Fox, it was disclosed here at the weekend by Earl I. Sponable, research director.

Sponable said the composite CinemaScope print, which would serve the three systems of four-track magnetic stereophonic sound, one-track magnetic sound and one-track optical sound, is "technically possible." But, he quickly added, at this stage it is not known whether it is "commercially feasible."

Meanwhile, it was disclosed by distribution director Al Lichtman that beginning July 1, 20th-Fox will make available three separate prints for its

(*Continued on page 3*)

Personal Mention

ROY O. DISNEY, president of Walt Disney Productions, and FRANK REILLY, studio executive, returned to Hollywood from here over the weekend.

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WILLIAM KAPLAN, M-G-M unit manager, and PRESTON AMES, studio researcher, will leave New York today for Washington on the way back to the Coast.

•

P. T. DANA, Universal Pictures Eastern sales manager, left here at the weekend for upstate New York and the Midwest.

•

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for Atlanta.

•

IRVING SOCHIN, Universal Pictures short subjects sales manager, will leave here today for Chicago and other cities of the Midwest.

•

CEDRIC GIBBONS, M-G-M studio art director, will arrive in New York today from the Coast.

•

CHARLES LAUGHTON and PAUL GREGORY, producer, will arrive here today from the Coast.

•

JAMES A. JOHNSON, of Walt Disney's executive staff in California, is enroute to Europe from New York.

•

WALTER READE, Jr., president of Theatre Owners of America, left here yesterday for Atlanta.

Host Albert Trueman

Dr. Albert W. Trueman, commissioner of the National Film Board of Canada, was guest of honor last week at a Motion Picture Association luncheon attended by film company executives.

Walter E. Kline, 61

HOLLYWOOD, May 9.—Funeral services for Walter E. Kline, 61, veteran merchandisers' representative who died at home Thursday, were held here yesterday. Active in merchandise promotion since 1918, Kline is survived by his wife and two children. Interment was at the Holy Cross Cemetary in Inglewood.

Max Levin Buried

Max Levin, brother of Jack Levin, head of Jack H. Levin Associates, and former office manager of Confidential Reports, was buried at Riverside Cemetery yesterday following funeral services at Park West Chapel. Levin, who was 50 years old, died on Friday following a brief illness.

Nellie Sumner Rites

BOSTON, May 9.—Funeral services were conducted for Mrs. Nellie Stanley Sumner, mother of Stanley Sumner, owner-manager of the University Theatre, Cambridge.

Justice Dept. Knew Of Sound Protests

WASHINGTON, May 9.—The problem raised by the previous insistence of Loew's and 20th Century-Fox that CinemaScope films be shown only with stereophonic sound had on "several occasions" been discussed by the Senate Small Business Committee with the Justice Department.

The latest revelation came in the weekly committee staff report to committee members. The report noted that Loew's and 20th Century-Fox had agreed to license CinemaScope pictures to small exhibitors without stereophonic sound.

As early as March 1, MOTION PICTURE DAILY reported a complaint by Allied States to the Senate committee in regard to 20th-Fox's sound policies.

"The removal of this restriction means that drive-ins and thousands of small neighborhood theatres, which for financial or technical reasons could not install stereophonic sound facilities, will now be in a much improved competitive position with relation to large metropolitan theatres," the staff report declared.

"The Senate Small Business Committee has discussed this problem with the Justice Department on several occasions," the report added. Committee officials refused to say what reply they had received from the Justice Department, however.

Seek Tax Waive on USIA Film Abroad

WASHINGTON, May 9.—The Government is trying to get foreign countries to waive import duties and other taxes on U. S. Information Agency films shown in commercial theatres overseas, Congress was told.

The statement was made by Andrew W. Smith, Jr., head of the Government's overseas film program, as he testified before a Senate appropriations subcommittee in favor of an expanded budget for the Government film service. The information agency is trying to get more U. S. I. A. films shown through regular commercial theatre channels.

Sen. Ellender (D., La.) asked Smith whether something couldn't be done to avoid paying duties and taxes on U. S. I. A. films shown abroad.

Smith explained that Government films shown in libraries, meeting halls and other non-commercial places are tax-free already, and that a few foreign countries don't tax Government films even when shown in commercial theatres. He said the Government was studying the problem raised by taxes in other countries on commercially-shown Government films and was trying to work out something on this point.

Silverstone Recovering

Arthur Silverstone, assistant general sales manager of 20th Century-Fox, has been released from Mt. Sinai Hospital, here, where he underwent an emergency operation last week. He is convalescing at home and is expected to assume his regular duties in several weeks.

'U' Promotion Staff Opens Meet Today

The three-day series of meetings of Universal Pictures field and home office advertising, publicity and exploitation representatives will get under way here today to map promotional plans on the company's pictures to be released during June, July, August and September, with Charles Simonelli, Eastern advertising and publicity department manager, presiding.

Lipton to Take Part

David A. Lipton, vice-president, arrived in New York over the weekend to participate in the meetings with his executive assistant Clark Ramsay who has been in New York during the past 10 days. The sessions will be addressed by Charles J. Feldman, vice-president and general sales manager, and other Universal executives.

Highlighting the agenda are the development of promotional plans on the June through September releases including "Magnificent Obsession," "The Black Shield of Falworth," the re-release of "The Egg and I," "Johnny Dark," "Francis Joins the Wacs" and "Tanganyika."

Members of the executive staff of the eastern promotion department who will address the sessions are Philip Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager, and Henry A. Linet, sales promotion manager. Robert Gillham, vice-president of Cunningham & Walsh, Universal's advertising agency, will also deliver addresses at the meetings.

Attending from Home and Field

Field and home office exploitation representatives who will participate in the meetings are Ben Katz, Chicago; John McGrail, Boston; David Polland, Washington; Ben Hill, Atlanta; Duke Hickey, Cleveland; Julian Bowes; Dallas; A-Mike Vogel, San Francisco, and Robert Ungerfeld, Maurice "Bucky" Harris, William Gandall and Al Cohen of the New York office. They will be joined by home office advertising, publicity and exploitation staffers including Morris Alin, Lowell Benedict, Guy Biondi, Hilda Brennan, Cliff Cane, Jerome Evans, Sheldon Gunsberg, Harold Gutman, Burt Hirschfeld, Paul Kamey, Herman Kass, Milton Livingston, Alfred Mendelsohn, Estelle Nathan and Evelyn Turner.

U-I Troupe in Hub

Joseph Pevney, director, and Phil Benjamin, talent aid, left here for Boston Wednesday to select locations for the forthcoming "Five Bridges to Cross," Universal-International's adaptation of Joseph Dineen's "Collier's" Magazine story "They Stole $2,500,000!"

Maurice A. Bergman, Eastern studio representative, is casting film, which stars Jeff Chandler.

Paramount Dividend

The board of directors of Paramount Pictures yesterday voted a quarterly dividend of 50 cents per share on the common stock payable June 14 to stockholders of record June 1.

Tradewise...

(Continued from page 1)

month of May in an effort to raise $8,500,000 throughout the nation with which to establish and equip training centers for the 550,000 Americans, most of them youngsters, who are afflicted with cerebral palsy.

Until a few years ago many doctors considered C.P. victims beyond help. Now it has been shown that the cerebral palsy sufferers can be trained to become useful citizens and to live normal lives. The aim of U.C.P.A. is to provide the means whereby the necessary training facilities and personnel can be brought to those afflicted with C.P., wherever they may be. The training is costly and many of the afflicted and their families otherwise would find it beyond their means.

In each of the preceding annual U.C.P. campaigns the industry has been of vital help both in conducting audience collections and in showing the campaign trailer. This year's trailer is titled "The Road to Hope" and features Bob Hope. It is eminently suitable for showing in any theatre, before any audience.

Run the Cerebral Palsy appeal trailer during May!

COMPO Ad Features Films 'New Look'

The 11th COMPO ad published in "Editor and Publisher" Saturday highlights "The New Look in Movies" which is due to new inventions and processes which have been developed during the past years.

The ad quotes a recent newspaper story which said: "The movie industry has proven, not alone that there are new frontiers in this country, but that we still have pioneers with the guts and initiative to conquer them."

W.B. Casts Sinatra For 'Young in Heart'

HOLLYWOOD, May 9. — Frank Sinatra will make, for him, the first film under the Warner Brothers trademark in "The Young in Heart" opposite Doris Day, the studio has disclosed. The romance with music will be produced by Henry Blanke and directed by Gordon Douglas in CinemaScope and WarnerColor.

FOR SALE

My years of executive experience in all phases of film distribution. Physically young in appearance and health.

Have tuxedo; can travel.

If interested, wire or write.

Box 510, Motion Picture Daily, 1270 Sixth Avenue, New York 20

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Martin Starr, Manager. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Europe to See VistaVision Next Month

Loren L. Ryder, head of research for Paramount Studios, flew to London last night to handle preparations for VistaVision demonstrations in major European cities this June. Ryder indicated London would be the first European city in which VistaVision would be demonstrated.

From London, Ryder will fly to Paris, Frankfort and Rome. He will select a theatre in each city for the demonstrations. The European demonstrations will parallel those conducted for exhibitors and newsmen at Radio City Music Hall, Washington's Capitol Theatre and one scheduled for Loew's Grand Theatre, Atlanta, on Monday.

20th Tests

(*Continued from page* 1)

CinemaScope productions, encompassing the alternate sound systems.

Sponable, explaining his views regarding the composite print, said he is not sure that it would be advantageous, indicating that it may result in "compromising" the width of the CinemaScope picture. Technically, he continued, it could be done by utilizing one of the four magnetic sound tracks for the single-track magnetic system and adding a separate optical sound track.

Sponable, when asked the screen aspect ratio of the upcoming optical CinemaScope prints, said the current 2.55 to 1 CinemaScope aspect ratio would be changed somewhat. The optical sound prints, he explained, will result in a picture nine per cent less in width, 4.5 per cent on each side, having a ratio of about 2.4 to 1.

Six at M-G-M

(*Continued from page* 1)

Leave Me," "The Prodigal," "Moonfleet," "Hit the Deck," "Fair Weather" and "Interrupted Melody." Currently shooting are "Athena," "Last Time I Saw Paris," "Green Fire," "Rogue Cop" and "Deep in My Heart."

"Jupiter's Darling" is scheduled to start later this month.

Coast Patriotic Unit Again Elects Brewer

HOLLYWOOD, May 9.—The Motion Picture Alliance for the Preservation of American Ideals, quasi-industry organization, re-elected Roy M. Brewer president at the annual membership meeting Thursday night. Charles Coburn, Cedric Gibbons and Mabel Walker Willebrandt are vice-presidents; Ward Bond secretary; Kane Richmond treasurer; Charles Kane assistant treasurer.

Landau, U-I Counsel, Resigning on May 14

Cyril Landau has resigned from Universal-International here, effective May 14. Since 1946, Landau has been attorney and secretary of United World, U-I subsidiary, prior to which he was trial counsel for RKO Pictures and represented Mayfair Productions, Jules Levey and others.

C'Scope Prints in 3 Styles

Schwartz Rejects

(*Continued from page* 1)

against any return to "pre-stereophonic days."

Schwartz, questioned on his sentiments on whether he agreed that stereophonic sound should be made "optional," observed that he is of the opinion that when "bad" sound is employed in any theatre, it is bad for his stereophonic sound-equipped house. The public, he maintained, may not be aware of the technique employed, but the patron appreciates the over-all effect of good sound, large screens and better projection.

Not Critical of Fox

Saying that his sentiments should not be construed as critical of 20th-Fox for its new policy, Schwartz said the "fight" should not be whether or not a theatre should be required to employ stereophonic sound, but rather should be devoted to bring down the equipment and installation costs so that all theatres will be able to take advantage of new improvements.

"I think," he continued, "we haven't begun to utilize stereophonic sound." The industry, he went on, cannot stand still and the adoption of new sound techniques should go side by side with the theatre's adoption of new wide screens and better projection.

Youngstein

(*Continued from page* 1)

tion is headed by Richard Condon, headquartering in Paris. Youngstein recently assigned Charles Moses to the Paris office also and plans to add additional manpower. The first meeting of the company's European publicity men will be convened by Youngstein in Paris around June 15.

(*Continued from page* 1)

has greatly increased in recent months and the company will continue to encourage the trade to present the finest possible entertainment. Merchandising plans for the company's spring and summer releases, both CinemaScope and standard, were also formulated.

Meanwhile, hundreds of wires congratulating Spyros P. Skouras, president, on the modification of company policy was received at the home office, it was stated.

At the conclave of sales executives, Charles Einfeld, vice-president of 20th-Fox in charge of advertising, publicity and exploitation, told of the promotional campaign for "Demetrius and the Gladiators," in CinemaScope. The picture, he said, will be given the same promotional backing as "The Robe" with campaigns planned in national magazines, newspapers, TV and radio.

Effective with the release later this month of "Three Coins in the Fountain," Einfeld continued, the company will make specially-produced TV trailers available to exhibitors on forthcoming CinemaScope pictures.

Helen Keller to Ala. For Film Preview

Helen Keller's homecoming to her birthplace in Alabama, which she visited Friday and Saturday, will be highlighted by a single public preview of her new motion picture, "The Unconquered." It is her first visit to her home state in 36 years.

After a brief stay in Tuscumbia, at the house in which she was born, now a public shrine, Miss Keller will proceed to Birmingham where preparations have been made for a series of events to honor her. The final event will be the showing of "The Unconquered" at the Temple Theatre.

Review

"Men of the Fighting Lady"

(*Metro-Goldwyn-Mayer*)

NAVY-filmed combat scenes in Ansco Color, a big-name cast, plus good acting, add up to an exploitation natural which tells the story of Navy jet flyers in the Korean conflict. Made in cooperation with the Department of Defense and the U. S. Navy, the story is based on two articles published in the "Saturday Evening Post" entitled "The Forgotten Heroes of Korea" by James Michener and "The Case of the Blind Pilot" by Commander Harry A. Burns, USN. The all-male cast features Van Johnson, Walter Pidgeon, Louis Calhern, Dewey Martin, Keenan Wynn and Frank Lovejoy. The only romantic angle of the film is introduced when Martin reminisces about his girl back home, but the lack of boy-meets-girl situation should not hurt the picture at the box-office. Fluently coordinated sequences of jets in action, expertly staged and caught by director Andrew Marton and director of photography George Folsey, inject a stark note of realism into the proceedings. The production, in addition to the clips supplied by the Navy, was filmed on a carrier off the Pacific Coast.

The story centers around a carrier-based jet squadron and its North Korean target. Pending disaster is indicated at the outset when Lovejoy bails out into freezing waters after being hit by enemy flak. Glimpses of the flyers' personalities are given in flight, and later, when they are alone with their thoughts on the carrier.

The forceful climax occurs during a Christmas Day strike at the usual target, a North Korean railroad yard. Martin receives a direct hit and is blinded, when Johnson goes to his aid. The more experienced pilot then succeeds in guiding the wounded ensign back to the carrier in a highly dramatic sequence balanced by the battle clips. In one of the most realistic scenes to be found in a film of this kind, Wynne, as a fighter pilot, loses his life when his damaged plane hits the apron of the carrier's flight deck and explodes in flames.

Henry Berman produced and Art Cohn wrote the screenplay for "Men of the Fighting Lady." Commander Paul N. Gray, USN, was technical adviser.

Running time, 80 minutes. General classification. For release, June 11.

FRANCIS BACKILMAN

Film Activity In Italy Is on Increase: IFE

A continued upward trend in Italian film production and exhibition is revealed by latest industry figures released by Italian Films Export's "Cinemundus," the Italian producers' publication.

According to the publication's figures, film production during the first quarter of this year increased 17.6 per cent. A total of 40 films were produced or are in production at this time as compared to 34 pictures of 1953.

Gross Up 12%

Box-office receipts for March, 1954, as compared to last year, jumped 12 per cent and is attributed to more Italian films produced during that month. Total receipts for March for first-run films was $2,413,000, an increase of $351,666 over the amount recorded for March of 1953.

An increase of $833,333 in gross-box-office receipts for the six-month period ending Feb. 28 over a comparable last year period, brought in a total gross of $12,500,000. During this same period Italian product accounted for 30 per cent of the total box-office income in Italy, as compared to 25 per cent in the 1952-53 period, IFE reported.

SMPTE Ends Meet; 720 at Sessions

WASHINGTON, May 9.—Morning and afternoon sessions on television wound up on Friday the five-day meeting here of the Society of Motion Picture and Television Engineers.

When the meeting, the 75th semi-annual convention was over, SMPTE officials were elated to find they had had a more-than-expected registration of 720. The next meeting will be held in Los Angeles in October.

Talks at the final sessions covered such topics as CBS color television staging and lighting practices, set lighting for color television film production, color kinescope recording, and new television cameras and projectors.

Makelim Encouraged

(*Continued from page* 1)

portion of exhibitors at the convention signed contracts. Hal Makelim, Sam Nathanson and John Wolfberg interviewed the exhibitors who wanted information.

The convention closed with a banquet at which Mike Simons, consumer relations director of M-G-M, spoke, encouraging exhibitors to assure the understanding interest of other business men in the value of the theatre to the community. Abram F. Myers spoke optimistically of the future of the industry, citing the clearing atmosphere and the encouraging developments of the past few weeks.

After the banquet Makelim said that the response to the presentation of the film plan was gratifying, and that details of plans as to organization and production would be made known at the end of the present tour of himself and others in its behalf.

20th CENT

CinemaScope P

are being mad

GENUINE 4-TRACK HI
DIRECTIONAL-STER

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"button-on" soundheads, and three speakers bel

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1-TRACK OPT

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WE express our most sincere appreciation to those exhibitors who attended our forum and whose advice and guidance have aided our decisions.

We thank exhibitors of the world who have installed CinemaScope complete with stereophonic sound, and who have so whole-heartedly supported its presentation in the manner in which it was conceived for exhibition.

As the company which pioneered and developed CinemaScope, we wish to make it clear that we will continue to advocate that all

URY-FOX
RODUCTIONS

e available in

GH-FIDELITY MAGNETIC
EOPHONIC SOUND

norphic projection attachments, "penthouse" or
l the screen ("surround" speakers are optional)

TY MAGNETIC SOUND

screen, anamorphic projec-
or "button-on" soundheads

CAL SOUND

id anamorphic projection attachments

CINEMASCOPE productions be presented as originally designed with genuine 4-track, high-fidelity magnetic directional-stereophonic sound, which we believe vital to the best interests of the exhibitor for the finest presentation and fullest audience enjoyment of CINEMASCOPE.

We now extend a warm welcome to the many more exhibitors who will equip for CINEMASCOPE with proper screen and anamorphic projection attachments, and show it—in accordance with their own desires, resources and public demand—either in 4-track magnetic stereophonic sound, one-track magnetic sound, or one-track optical sound.





Hitch your bandwagon to a brighter star with NATIONAL TRADE-MARK CARBONS



THE PICTURE IS LIGHT...
GIVE IT ALL YOU CAN
with "NATIONAL" CARBONS

•

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WITH THE LATEST impressive developments in wide-screen, 3-D and stereophonic sound, with the flurry of new stars and *really* better movies, exhibitors have more to work for—and more to work *with*—than ever before. In *your* efforts to capitalize on the new projection techniques, don't overlook these important facts:

THE PICTURE IS LIGHT — This is a fact exhibitors should know and remember. Every tone of light and shadow, every hue and shade of color on the screen are contained in the light *behind* the film. The film itself cannot *add to* the picture. It creates the screen-image only by filtering or *holding back* certain elements of the projection light.

LOW-COST IMPROVEMENT — Your "National" carbons deliver maximum screen-light at, or near, maximum recommended operating currents. *Only by operating at peak current can you get all the screen light your present equipment is capable of delivering.* So, while you're figuring new lamps or awaiting delivery, don't miss this inexpensive means of improving your position in a highly competitive market. *Light* is box office, too!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 90 NEW YORK, U. S. A., TUESDAY, MAY 11, 1954 TEN CENTS

New Policy

Seen Building U.K. Interest In C'Scope

By PETER BURNUP

LONDON, May 10.—First reaction here to the news that 20th Century-Fox and Loew's no longer will require stereophonic sound for the presentation of their CinemaScope productions was definite indication that the change of policy will result in appreciably boosting the number of CinemaScope installations in Britain.

The powerful ABC Circuit, for example, which has always refused to accept stereophonic sound, has embarked on an immense re-equipment operation with CinemaScope lenses and screens. As previously reported,

(*Continued on page 3*)

Kingsberg Named Treasurer of Magna

Malcolm Kingsberg, former president of RKO Theatres and associated with the RKO organization since 1933, has been named treasurer of Magna Theatre Corp., the distributing organization of Todd-AO, which will produce "Oklahoma!" Kingsberg has been a consultant for RKO Theatres since 1950.



M. Kingsberg

Another appointee to the Magna board of directors is Frederick Warburg, a partner in Kuhn, Loeb & Co.

Magna corporation officers, as completed, are as follows: Joseph M.

(*Continued on page 6*)

Allied States Eyes Equipment Field

MINNEAPOLIS, May 10. — Allied States Association indicated that it might invade the equipment manufacturing field in an effort to force down what the board considered exorbitant prices being charged for sound equipment and lenses.

President Ben Marcus was appointed chairman of a committee to investigate costs of producing stereophonic sound equipment. He said a probe had shown that most sound equipment was merely an assembly of component parts that are available and that the assembler's prices were far too high. Marcus also said he had discussed lens costs and believed they, too, could be obtained for lower sums.

No Deals With Other Producers Planned By Allied at Present

MINNEAPOLIS, May 10.—Despite the enthusiasm of Allied States' board members for the plan of Hal Makelim to produce 12 pictures to be sold to independent exhibitors on a flat rental basis, the board will make no commitments to other producers at the present time, it was decided at the first of a two-day week-end meeting at Hotel Nicollet here.

Makelim spent the major portion of Saturday afternoon discussing his proposal with the national board, his first meeting with the members since he outlined his plan to the Rocky Mountain Allied unit in Denver on Wednesday, but he added little to what he announced at that time, refusing to disclose at the present time names of stars or producers.

It was known that the Makelim plan had the support of Ben Marcus of Milwaukee, national Allied president; Abram F. Myers, chairman

(*Continued on page 6*)

"Magnificent Obsession"

WHEN Universal produced its first version of this Lloyd C. Douglas novel in 1935, *Motion Picture Daily,* in its review on Dec. 31 of that year, said: "In this tender story of faith and hope and charity, the old assertion that the greatest of these is charity is repeated with delicate shadings of emphasis, with accelerating and retarding of tempo, and with an emotion-stirring restraint that suggests a symphony developed from a folksong. It's one of the important pictures of the year, beautifully presented and directed by a master director, John M. Stahl."

That description pretty well summarizes the re-make version of "Mag-

(*Continued on page 6*)

At Allied Meeting

Distributors Getting Unfair Share of Tax Cut: Marcus

MINNEAPOLIS, May 10.—Film distributors are getting an unfair share of the recent Federal admissions tax reduction—up to 80 per cent in some cases, Ben Marcus, president of Allied States Association, told members of Allied's board of directors at their meeting here yesterday.

Marcus said that he and Abram F. Myers, Allied chairman and general counsel, had received complaints from exhibitors from Coast to Coast that under the terms of sliding scale rental contracts the 10 per cent reduction in the Federal tax had pushed some situations into higher percentage brackets, siphoning off from 50 to as high as 80 per cent of the tax saving.

Marcus said that "all companies are equally guilty" for what he termed an injustice to exhibition, pointing out that the tax repeal fight both in 1953 and again this year had been a "grass roots" campaign, at least half of which had been financed by the small exhibitors.

The national Allied board also planned a protest to film distributors against a print shortage reported from eight exchange districts, Minneapolis, Milwaukee, Denver, New Orleans, Baltimore, Kansas City, Pittsburgh and New Jersey.

The major companies were using the shortage of prints for an excuse for non-service of pictures on avail-

(*Continued on page 6*)

NT's Half-Year Net Put at $1,307,050

HOLLYWOOD, May 10.—The consolidated net income of National Theatres, Inc., and voting-controlled subsidiaries, after all charges, for the 26 weeks ended March 27 was $1,307,050, which is equal to 47 cents per share on the 2,769,486 shares outstanding, president Charles P. Skouras today reported to shareholders. The corresponding figures for the previous year were $1,458,529, and 53 cents per share.

Skouras said the decrease in net income is due to a shortage of high quality pictures, increased film prices, and increasing television competition in some areas.

20th Holds Follow-Up Meets on C'Scope

Important follow-through meetings will be held this week at all 20th Century-Fox domestic and Canadian offices at which sales and other exchange personnel will evolve regional and local applications of last Thursday's CinemaScope forum.

To be directed by division and branch managers who attended the major industry conclave on the future of CinemaScope, the discussions will provide first-hand reports of the forum and plans made Friday at the sales meeting called by distribution director Al Lichtman.

Emphasis will be placed on the handling of CinemaScope prints being made available by the company start-

(*Continued on page 6*)

Russell Moss to Seek IA Vice-Presidency

Russell M. Moss, executive vice-president of Motion Picture Home Office Employees, H-63, IATSE, announced his candidacy yesterday for the office of ninth vice-president of International Alliance of Theatrical Stage Employees.

Moss told an assembled trade press conference that he will seek office at the August IATSE convention in Cincinnati without support from the

(*Continued on page 3*)

Lipton Stresses Long Range Ad Planning

Detailed long-range planning, backed up by intensive national pre-selling, are the answer to today's selling problems, David A. Lipton, Universal Pictures vice-president, told the company's advertising, publicity and promotion representatives at the opening of their three-day meeting here yesterday.



David Lipton

Citing the success of "The Glenn Miller Story" as a case in point, Lipton declared that the box-office potential is as high or higher than it ever was if all the selling tools are properly and diligently applied.

But to reach this maximum audience, Lipton emphasized, it is vital that every step in the selling and pro-

(*Continued on page 3*)

Personal Mention

GEORGE D. BURROWS, Allied Artists executive vice-president and treasurer, returned to Hollywood yesterday from New York.

•

THEODORE J. SULLIVAN, vice-president and treasurer of Quigley Publishing Co., became a grandfather on Sunday, Mother's Day. The junior Sullivans are residents of Cleveland, where he is associated with the Nielsen organization.

•

NICK KOUNARIS, partner in the Kounaris and Toulis Theatres circuit, will return to New Britain, Conn., the latter part of this month from Clearwater, Fla.

•

WILLIAM Z. PORTER, Allied Artists home office field representative, has left here for Oklahoma City and Dallas.

•

HOWARD G. MINSKY, Paramount Pictures Mid-East division manager, was in Detroit yesterday from Philadelphia.

•

GERARD R. LUSSIER, projectionist and member of Local 453, has been elected president of the Willimantic (Conn.) Central Labor Union.

•

H. NEAL EAST, Paramount Pictures Western division assistant manager, has returned to Los Angeles following a tour of West Coast cities.

•

LEO PILLOT, 20th Century-Fox special events director, will return to New York today from Indianapolis.

•

GEORGE A. SMITH, Paramount Pictures Western division manager, is in Salt Lake City from Los Angeles.

•

DICK HARMEL, executive of the Schlesinger circuit of South Africa, is in Hollywood from Johannesburg.

•

WILLIAM REILLY, of "The American Weekly," will leave here today for the Coast.

•

MIKE SIMONS, M-G-M exhibitor relations head, will return to New York tomorrow from Minneapolis.

•

LANA TURNER has returned to the Coast from here.

Perakos Host At Drive-In Premiere

HARTFORD, May 10. — Peter Perakos, head of the Perakos Theatre Associates, and family hosted film industry representatives at last night's Eastern drive-in premiere of CinemaScope at the Perakos $200,000, 1,000-car capacity Plainville Drive-In Theatre.

On the theatre's 114-foot wide screen, largest of its kind in the U. S., was Warner Brothers' "The Command." Stereophonic sound is not being used, although Sperie Perakos, general manager of the Connecticut circuit, said such equipment will be installed "at a later date."

700 Attend Georgia, Alabama Convention

ATLANTA, May 10.—An estimated 700 exhibitors are in attendance at the joint convention of MPTO of Georgia and the Alabama Theatre Association, which opened at the Atlanta Biltmore Hotel yesterday and will continue through tomorrow. New processes and equipment occupy the center of the stage at the convention.

Speakers at today's sessions included C. L. Patrick of Martin Theatres, Columbus, Ga.; Harry Curl, Birmingham; Emil Bernstecker, Wilby-Kincey Theatres, Atlanta, and E. E. Whitaker, vice-president and operating manager of Georgia Theatres. John Stembler and W. M. Wolfson served as co-chairmen of the afternoon session.

Welcomed by Governor

Gov. Herman Talmadge and Mayor William B. Hartsfield made welcoming addresses at the convention luncheon today, presided over by J. H. Thompson, president of the Georgia T.O. The M. P. Advertising Service Co. of New Orleans was host at a cocktail party closing today's sessions.

1,500 See VistaVision In Atlanta Theatre

ATLANTA, May 10.—An audience of 1,500 invited exhibitors and newspapermen from Atlanta, New Orleans, Jacksonville, Charlotte and other South-Eastern communities attended a demonstration yesterday of VistaVision, Paramount's new production and screen presentation process, at Loew's Grand Theatre.

A. W. Schwalberg, president of Paramount Film Distributing Corp., and Dr. Charles R. Daily, Paramount studio technical expert, delivered addresses explaining VistaVision and its advantages.

Officers Reelected For RKO Theatres

Sol A. Schwartz was reelected president of RKO Theatres at the first board of directors meeting after the annual meeting of stockholders yesterday. Other officers reelected were: Albert A. List, chairman of the board; William W. Howard, vice-president; Thomas F. O'Connor, vice-president and treasurer; William F. Whitman, general counsel and secretary; H. E. Newcomb, comptroller; Louis Joffe and Milton Maier, assistant secretaries; Arthur E. Bell, assistant treasurer.

Taurog Forming New Production Company

HOLLYWOOD, May 10.—Director Norman Taurog has announced plans for the formation of his own production company, to be known as Tau-Ream, Inc.

Taurog plans to go into production on comedy or comedy-drama type films early next year. Releasing plans have not been set as yet.

Taurog will make one picture for Paramount during the remainder of 1954.

To Hike Panatar Output 200%

The production of Super Panatar anamorphic lenses will be increased 200 per cent for the month of June, it was announced by a joint meeting of representatives of the manufacturer, Panavision, Inc., and the distributor, Radiant Corp. of Chicago. It was also announced by Harry E. Eller, president of Radiant Corp., that the U. S. Army and Air Force Motion Picture Service had ordered a "substantial" number of the Super Panatar lenses.

Serkowich Dies; Was Veteran Publicist

Funeral services for Benjamin H. Serkowich, 60, well-known publicist, were held yesterday at the Gauss Mortuary, Peoria, Ill. Serkowich died Saturday in the Veterans Administration Hospital, the Bronx.

From 1936 to 1946 Serkowich was director of advertising and publicity for the Capitol Theatre in New York. In the following three years he held the same position for Columbia Pictures, and from 1949 until his death, was in business for himself performing special assignments in publicity and exploitation for various film companies.

Entered Industry in 1919

In 1919, Serkowich first became connected with the motion picture industry as director of advertising and publicity for the Robinson circuit, later called the Great States Theatres of Illinois. Five years later he became associated with the Balaban & Katz Corp. From 1926 to 1929 he was a promotion executive with Paramount Publix Theatres, and at the same time editor of Publix Opinion, a company publication.

Serkowich leaves three brothers, Jules, David and Hyman, and two sisters, Carrie and Hannah, all residents of Peoria.

'Suite' Gross $110,000 In 1st 4 Days at Hall

M-G-M's "Executive Suite" at the Radio City Music Hall set a new non-holiday mark at the New York theatres when the film grossed $110,000 during its first four days, Russell V. Downing, president and managing director, said yesterday.

A record $124,000 was grossed by the Hall during the Easter holiday with five shows per day, Downing said. The previous titleholder at the Music Hall was "Ivanhoe" for four days.

Col. Reports 'Wife' Set Mark in Boston

"Indiscretion of an American Wife" is reported by Columbia Pictures to have grossed $16,200 for two days of the weekend at Loew's State and Orpheum theatres in Boston, setting a new two-day Columbia mark for this year.

Nationwide Tour of Brewer to Bring Him To N. Y. in IA Study

HOLLYWOOD, May 10.—Roy M. Brewer, former international representative of the IATSE and now being urged to challenge IATSE president Richard F. Walsh for the presidency in the August election, flew tonight on the first leg of a three-week tour of the country for the purpose of determining the attitude among locals in the Middle West and East. If the demand justifies his candidacy, he told the press, he will make a formal announcement on his return. The tour will carry him to New York.

Brewer released to the press the full text of his recommendations made to the IATSE convention in March, 1953, at Las Vegas, in which he sought to obtain more autonomous status for IATSE's Hollywood locals, among other things, and which recommendations, ultimately rejected by President Walsh, led finally to Brewer's resignation as international representative and his acceptance of business employment at the Allied Artists studio. He is taking leave from AA to make the present tour.

O'Keefe to Toronto

Al O'Keefe, vice-president in charge of distribution for the Pola-Lite Co., will leave here today for Toronto to confer with members of the General Theatre Supply organization, Canadian distributors of Pola-Lite glasses and new single-track Pola-Lite 3-D projection system.

Solomon Joins Waller

Leo Solomon, former New York editor of the Associated Press and on the staff of the New York "Times," has joined Tom Waller Associates as Washington representative.

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'Scope in U.K.

(Continued from page 1)

19 of the circuit's key houses have already been equipped. The circuit estimates that 250 of its theatres are adaptable to the new screen. By the end of this year 160 will definitely be equipped; if not more.

A circuit spokesman declares that the governing factor is the human element. ABC's engineering staff is working already to the limit.

The enthused reception given the private screening of British Movietonews' CinemaScope picture of the Queen's Commonwealth tour—"The White Heron"—will be another spur for the process. Adverse comment here on the entertainment quality of a number of the CinemaScope pictures has lately increased and was epitomized in the printed remark of one respected national critic that "Hollywood technicians were becoming bemused with the wonder of their new tools and forgetting the magic of the story."

'Screen Came Afire"

Following the "White Heron" screening the same authority wrote "CinemaScope might have been made for this occasion. The screen came afire with majesty and loveliness." Another commentator wrote: "This will convert the whole country to CinemaScope."

The whole 20th-Fox force here is mobilized to the "White Heron" operation. The picture will have a simultaneous release throughout the CinemaScope "circuit" of the country during the Whitsuntide weekend. Appropriate versions are being prepared for the whole of the overseas market including the U. S. Twentieth-Fox officials confidently declare that "White Heron" will prove to be the year's biggest grosser here and abroad.

Although comment is currently withheld by the Rank Organization it is generally believed that the 20th-Fox sound-track declaration will lead to a rapprochment between Fox and the Organization.

All the sudden CinemaScope ferment sets the stage suitably for M-G-M's demonstration of Perspecta Sound due on Wednesday. The demonstration precedes the opening of "The Knights of the Round Table." It will be attended by exhibitors from every corner of the country. Metro has also summoned to the demonstration 13 of the company's European chiefs. The delegation is headed by Dave Lewis, M-G-M chief of Continental Europe, and Ed Lapinere, publicity chief for Continental Europe. The party will be accompanied by leading suppliers and manufacturers from the continent.

District Sales Heads Appointed By IFE

John Jarvis, formerly with Selznick Releasing and Columbia Pictures, has been named Southeast district manager, and David Williams, previously with Eagle Lion and M-G-M, has been appointed Southeast sales manager, Bernard Jacon, I.F.E. Releasing Corp. vice-president in charge of sales, announced.

Jarvis and Williams will locate in Atlanta and will be responsible for the New Orleans, Memphis, Atlanta, Jacksonville and Charlotte exchange areas. They replace Albert E. Rook, whose resignation was announced earlier.

Cinerama to Dallas; Premiere Set July 1

"This Is Cinerama" will premiere at the Melba Theatre in Dallas on July 1, it was disclosed yesterday by Lester B. Isaac, director of Cinerama exhibition. The Southwest premiere will follow closely the June 21 opening of Cinerama in Cincinnati.

The new policy of public premieres, as opposed to invitational opening night performances, will be continued, said Isaac.

Moss Eyes Vice-Presidency

(Continued from page 1)

present IATSE administration which is headed by international president Richard Walsh.

The H-63 vice-president declared that he will run for office as an independent, unaffiliated at present with any other possible executive office holder, namely Roy Brewer, who is being boomed by West Coast IATSE members for the presidency. Moss said that Walsh opposes his candidacy as he "sees no reason for not running the present executive slate of IATSE as a team" for reelection at the August convention.

The present ninth vice-president of IATSE is Miss Louise Wright of Dallas, who represents the special department locals on the general executive board of IATSE. The term of office is for two years.

Cites Support of Locals

"The belief exists among union members and officers of H-63 that a more vigorous and progressive attitude can be taken by the representative of the special department to improve the bargaining status and contracts of these locals," Moss said. "That is why I am seeking office." At present there are 35 special department locals in the IATSE, Moss stated, adding that "H-63 and other locals are contributing to the campaign for my election," he said.

Moss also expects to receive support from a number of "A" locals in the IATSE. The union officer declared that H-63 has been giving serious consideration to an application for an "A" charter which will give the home office employees more autonomy. At present H-63, as a special department local, has the right to negotiate and conclude contracts, but has to have all requests for strike calls, etc., approved by the IATSE international representative. As an "A" local, the per capita tax per member per quarter would be $3 as compared to the 75 cents which is now being paid.

"At present we will not ask for an 'A' charter even though Walsh has evidenced a willingness to grant such a charter," Moss said. "The union's present status entitles us to two votes at the annual convention, but if we had an 'A' charter, our 3,000 membership, the largest in the IATSE, would give us 30 votes."

The white collarites union is still negotiating with Paramount Pictures for a contract for the publicists at that company, Moss said.

Abe Fisher Aide to Herbert Greenblatt

CHICAGO, May 10.—Abe Fisher, former branch manager of Republic Pictures here, has been named assistant to Herbert Greenblatt, Central division sales manager of RKO Pictures.

Edward Walton, special assistant to the RKO president, James R. Grainger, was in town over the weekend conferring with Greenblatt and RKO branch manager Sam Gorelick.

Lipton Advertising Plans

(Continued from page 1)

motional campaign be blue-printed and co-ordinated in advance. Close integration is demanded for this among production, distribution and the company's own phase of this overall operation, he added. Often, he said, it must start with the very acquisition of an important story property, and it must continue unflaggingly down through the local or point-of-sale level.

The company's continuing prosperity, highlighted by an all-time record which concluded the "Charles J. Feldman Annual Sales Drive," has been paced by a corresponding increase, year after year, in its budget for publicity advertising and promotion, Lipton asserted.

This year, Lipton disclosed, the budget for advertising in national magazines alone will be double that of the preceding year. A good deal of this outlay will go for such properties as "Magnificent Obsession," "The Black Shield of Falworth" and "Sign of the Pagan."

The company, he said, has always believed in the value of such national pre-selling and now is in the forefront among the majors in the use of national magazines to focus the attention of the widest possible audience on its product.

Local Selling Not Ignored

At the same time, Lipton said, the appropriations for the equally important task of local selling have been correspondingly increased and the operations of the publicity and promotion staffs broadened and intensified.

More than thirty promotional representatives are attending the sessions. Charles Simonelli, Eastern advertising and publicity department head, is presiding at the meetings. Others who addressed the meeting were Clark Ramsay, executive assistant to Lipton; Philip Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager, and Henry A. Linet, sales promotion manager.

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NOTICE TO ALL EXHIBITORS:

We plan shortly to put into production a new feature-length black & white motion picture, "Private Hell-36," starring Ida Lupino, Steve Cochran, Dean Jagger and Howard Duff. It will be directed by Don Siegel and has been written for the screen by Collier Young and Ida Lupino. It is a gripping story which concerns two honest police officers who are caught in the moment of temptation to steal.

At this time we are soliciting offers from theatres to play this picture.

Upon telegraphic request, we will air-mail the synopsis of this story. We plan to release this picture on or about September 15, 1954.

Any theatre operator who is interested in playing this picture should write us prior to Thursday, May 20, 1954, making an offer to license the picture for exhibition. In such offer he should identify the theatre, giving its seating capacity, and state the terms he offers for playing the picture in such theatre.

If any offer so made is acceptable to us we shall advise the theatre operator and send him our usual form of picture licensing agreement incorporating the terms of such offer, within the period of ten (10) days.

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"The Black Shield of Falworth" (left, above) will be Universal's first production in CinemaScope. Set for September release, it stars Tony Curtis and Janet Leigh, shown above, and is in color. Center photo, a scene from "Johnny Dark," in color by Technicolor, starring Tony Curtis, Piper Laurie and Sidney Blackmer. Right, above, Donald O'Connor, Julia Adams, Lynn Bari and Chill Wills in "Francis Joins the WACS."

Universal's Summer Releases

RECOGNIZING the varied requirements of the nation's exhibitors for all types of pictures, for all types of theatres, for all types of screens all through the year —to secure one kind of result—top box-office returns, Universal-International has set eight films for release during June, July, August and September, Charles J. Feldman, vice-president and general sales manager, declares.

A ninth release in the four-month period will be the national re-release of "The Egg and I," the biggest domestic grossing film in the history of Universal Pictures. It was the forerunner of the successful "Ma and Pa Kettle" series.

FIRST CINEMASCOPE

The period will also mark the release of U-I's first CinemaScope production, "The Black Shield of Falworth," and the new production based on the Lloyd C. Douglas novel, "Magnificent Obsession." The latter film, in Technicolor starring Jane Wyman, Rock Hudson and Barbara Rush, is currently receiving the same advance promotional build-up as U-I's successful "The Glenn Miller Story."

Each of the nine pictures to be released during the four-month period is to receive a specially adapted promotional campaign designed to take advantage of the season of the year and to provide the greatest possible impact on the local level where the public makes its final entertainment selections, Universal asserts. The growing use of television and national magazine advertising which has been so successful in nationally launching U-I pictures will be stepped up. The re-release of "The Egg and I" will be marked by the same type of national promotional campaign which sparked the original release of the picture in 1947.

Detailing the month to month releasing plans of the company, Feldman disclosed that the June pictures will be "Drums Across the River," a color by Technicolor Western starring Audie Murphy, Lisa Gaye, Lyle Bettger and Walter Brennan, and "Black Horse Canyon," a second action film in color by Technicolor starring Joel McCrea and Mari Blanchard.

"The Egg and I" is set for national release in July following several territorial saturation openings in late May.

"Johnny Dark," in color by Technicolor starring Tony Curtis, Piper Laurie and Don Taylor, will be released in July. With a sports racing car background this film is designed to provide both romance and thrills for the Curtis-Laurie fans. "Tanganyika," an adventure drama in color by Technicolor starring Van Heflin, Ruth Roman and Howard Duff, with a background of the African veldt, is the third July release.

August releases will be "Magnificent Obsession," a love story based on the novel by Lloyd C. Douglas, author of "The Robe"; and "Francis Joins the Wacs," starring Donald O'Connor, Julia Adams, Chill Wills and Mamie Van Doren.

FOR SEPTEMBER

"The Black Shield of Falworth," in CinemaScope and color, starring Tony Curtis, Janet Leigh, David Farrar, Barbara Rush, Herbert Marshall, Torin Thatcher, Daniel O'Herlihy and Rhys Wiliams is set for September release. It has been designed to provide exhibitors with a type of picture which best lends itself to the CinemaScope medium yet encompasses that general audience appeal, which has come to be characteristic of Universal product. "Dawn at Socorro," in color by Technicolor, starring Rory Calhoun, Piper Laurie, David Brian and Kathleen Hughes, also is set for September release.

All of U-I's pictures announced for release during the four-month period with the exception of "The Black Shield of Falworth" which is in CinemaScope, can be shown in all aspect ratios from normal to as high as two-to-one, Feldman noted.









"Magnificent Obsession" will be one of Universal's major releases of the summer. Second photo from top shows Jane Wyman and Rock Hudson in a scene from the film, which is in color by Technicolor. Next photo: A scene from "Tanganyika," starring Van Heflin, Ruth Roman and Howard Duff, also in Technicolor. Next below: A scene from the popular "The Egg and I," slated for re-release in July. Bottom photo: "Dawn at Socorro," color by Technicolor, starring Rory Calhoun, Piper Laurie, David Brian.

Experimental Tests Of Phonevision Set To Start on May 31

The first private, experimental tests of Zenith's Phonevision system of subscriber television will start on May 31, Gordon Gray, general manager for WOR-TV, New York, announced yesterday. The tests, beginning at 9 A.M., and running to 4:30 P.M., will employ WOR's television transmitter, to be loaned to Zenith for the experiment, and will be confined to the New York Metropolitan area.

The Federal Communications Commission recently granted WOR-TV permission to make a 90-day test of the new system beginning May 15.

Dr. Alexander Ellet, Zenith's vice-president in charge of research, will supervise the operation, Gray said. It will consist of seven field camera crews operating throughout the city with Phonevision "decoders." The experiment will determine what distances the system will project, and how it will react to fringe areas and other technical problems peculiar to the New York area, according to Gray.

No telephone lines will be used and the images will be received only on test receivers equipped with air code translators, he indicated. He said material will consist of test patterns, films and some live pick-ups.

Sam Bischoff Buys Jean Harlow Story

HOLLYWOOD, May 10.—The Jean Harlow story is finally slated for production as a result of a $100,000 deal in which producer Sam Bischoff yesterday acquired full and exclusive rights.

Under terms of the agreement, Mrs. Jean Bello, Miss Harlow's mother, reports to Bischoff July 1 in the role of consultant and advisor in preparation of the screenplay. Bischoff has set a $2,000,000 budget for the production.

Smith-Horwits Dissolved

HOLLYWOOD, May 10.—Lou Smith and Al Horwits, partners in Smith-Horwits, public relations firm, today announced the dissolution of their partnership on June 1, with Smith continuing the present business and Horwits setting up his own office elsewhere.

'Susan' July 14

RKO Radio's "Susan Slept Here" will have its world premiere on July 14 at the Golden Gate Theatre, San Francisco. The Technicolor comedy with music is scheduled for general release on July 24.

'Iron Glove' May 12

"The Iron Glove," Columbia Pictures' Technicolor drama starring Robert Stack and Ursula Thiess, will have its local premiere at the Paramount Theatre, Brooklyn, tomorrow.

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Television--Radio

with Pinky Herman

PRODUCER Max Liebman of the NBClassy "Your Show of Shows," accompanied by Mrs. Liebman, flew to London Sunday for a look-see at new talent for next season's series. Bill Hobin, program's director and one of TV's most brilliant mentors, has been upped to associate producer. . . . CBS-TV Films and two other major telefilm producers are dickering for the film rights to the Stark-Layton production, "Colonel Humphrey Flack," starring Alan Mowbray and currently seen live on the Du Mont net. . . . The summer "NBColgate Comedy Hour" will bow in June 6th with Nat Karson producing for the Ted Bates Co. Chuck Kebbe, former director of the "Lili Palmer Show" is that agency's new casting director. . . . Execs at General Mills have the inside track to sponsor "Tom Corbett, Space Cadet," which for the past four years has enjoyed stratospheric ratings in the juve field. . . . The expanding TV Advertising Bureau will hold its first full committee meet Friday at the Palmer House in Chicago. Neville Miller, ex-prexy of NAB and BMI, is special legal counsel.

☆ ☆ ☆



Jack Russell

Jack Russell, featured baritone on "Your Show of Shows" turned in a grand performance Friday as guest soloist with the N. Y. Philharmonic Orchestra's initial program of its "Spring Pops Concerts" under direction of D'Artega. May 18th he'll sing with the N. Y. Light Opera Co. presentation of "Die Fledermaus" at the City Center, will fly to Detroit in July to appear as soloist with that city's symphony orchestra and has been signed to sing in three Rodgers & Hammerstein Concerts this summer. Russell's personal magnetic charm equals his unusual talents. . . . George Sanders would like Bob Munroe to produce a series of "High Adventure" telefilms in Europe this summer. . . . Tunewriter Frank Capano has signed Joe Amoday to record for Tin Pan Alley Records. Joe is the Philadelphia lark with a tremendous local following.

☆ ☆ ☆

Henry Morgan has overheard so many passersby point to him and say "There's what's his name—er-er you know—Henry-what's his name" that he plans to have the courts legally change his name to Henry What's His Name. "I want people to know me on sight," sez Henry-er-er—you know, Henry what's his name. . . . Hank Sylvern, musical director for the "Jane Froman Show," will conduct "CBSummertime U.S.A.," which will summer-replace both the "Jane Froman" and "Jo Stafford" TVehicles slotted Tuesdays and Thursdays at 7:45-8:00 P.M. for General Electric and Gold Seal Wax respectively.

☆ ☆ ☆

Years ago when we used to cover the NAB conclaves in the Windy City, an energetic Jack Ryan, then head of NBChicago press relations, often proved a fruitful source of news and also a gracious host. We've just received a letter from Jack Ryan, public relations director for Atlas Film Corp. of Oak Park, Ill., advising us that this firm's studios is a bee-hive of telefilming activity. If the writer is our old (not so old) Jack Ryan, glad to hear from you again. If it's another Jack Ryan, glad to know you and happy to spread the news of your firm's success.

☆ ☆ ☆

A special Trendex survey last week pertaining to the Mundt-McCarthy-Army hearings of Tuesday and Wednesday between the hours of 2:30 and 4:30 P.M. disclosed, according to Ted Bergmann, managing director of the Du Mont TV network, that of the total number of New York City's 4,196,000 TV receivers, about 713,320 were in use, of which 335,680 were tuned in to WABD's presentation of the hearings. . . . The "Garry Moore Show" which bowed into the TV scene in 1950, turned in its 1,000th performance yesterday with the same principals, namely in addition to the pint-sized crew-cut comic, warblers Denise Lor and Ken Carson and announcer-foil, handy man et al Durward Kirby. . . . One of the most popular NBC veeps, Bud Barry, is recuperating from an operation at the University Hospital in N. Y. and everyone on Radio Row and TV-town are rooting for his rapid recovery. . . . Mort Lewis, scenario head of Triangle Productions, flew to Holland Sunday where producer Arthur Dreifus is shooting the "Secret File, U.S.A." teleseries, starring Robert Alda.

Rita Hayworth Film Brings Coast Court Suit for $4,000,000

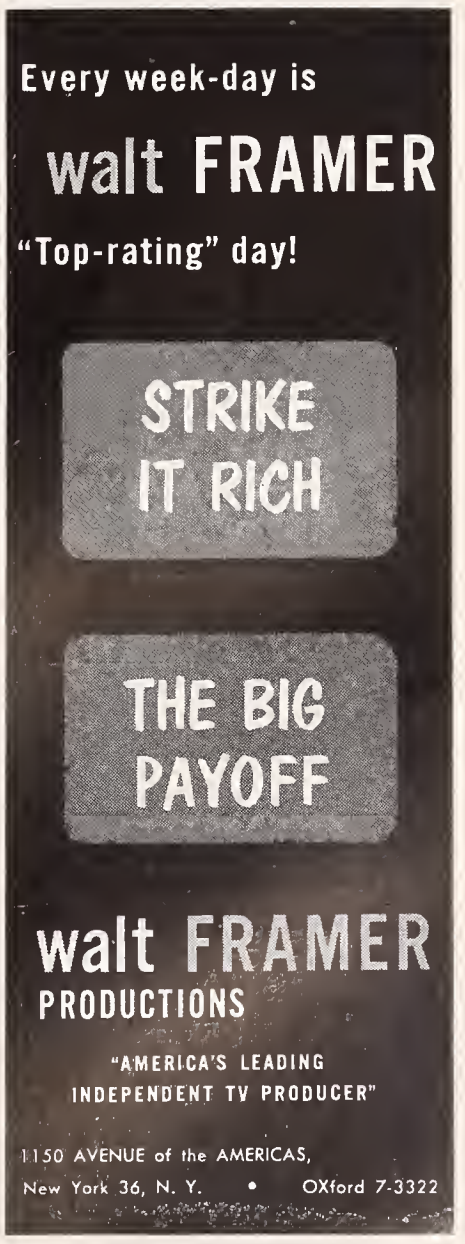
LOS ANGELES, May 10. — The last-minute cancellation of the world premiere of the feature documentary record of Rita Hayworth's honeymoon with Aly Khan formed the basis of a $4,000,000 damage suit filed in Superior Court here today, by attorney Charles J. Katz. The picture is "Champagne Safari," which was produced by Jackson Leighter, formerly Miss Hayworth's personal manager.

Defense Film Corp., which owns world rights to the film, and Jackson Leighter Associates, Inc., asked $4,000,000 damages and a restraining order against Columbia Pictures and its president, Harry Cohn.

The plaintiffs charge that Columbia and Cohn used coercion and threats to induce the Fox West Coast Theatres to cancel an agreement whereby the film's world premiere was to have been held last April 16 in the circuit's Cinema Theatre, San Francisco.

The complaint is signed by Herbert Bregstein, president of Defense Film Corp., which charges that the defendants have publicly served notice to exhibitors across the nation that reprisals would follow if any of them exhibited "Champagne Safari."

Because of the defendants' influence among exhibitors, it is charged, the "lessening in value to-date of the property rights of the plaintiff occasioned by the said wrongful acts of said defendants" amounts to $2,000,000. The additional $2,000,000 is sought as punitive damages because the defendants allegedly acted in malice.



Product Deals

(Continued from page 1)

and general counsel; and Benjamin N. Berger, national vice-president and president of North Central Allied which will act on the plan at its annual convention here today and tomorrow.

Although the national board meeting was closed to the trade press, exhibitor members of NCA were admitted during the board discussions. Commenting later on Makelim's list of product, one exhibitor expressed doubts that the plan would accomplish its aim.

"It may help," he said, "but it's 'A' produce we need. These look like 'B' pictures to me."

Myers reported that national Allied had received other production offers along the lines of the Makelim plan but the offers were tabled with the board adopting a "wait and see policy" as to the reception by exhibitors of the Makelim plan. The names of those making offers were not disclosed.

The Allied board ordered a wire sent to Spyros Skouras, 20th-Fox president, congratulating him and the company for its decision to make CinemaScope available to exhibitors without stereophonic sound.

Full text of the telegram: "The board of directors of Allied States Association of Motion Picture Exhibitors is gratified by your company's decision to make its CinemaScope pictures available in the following forms: first, with four-track sound, as at present; second, with one-track magnetic sound; third, beginning July 1 with one-track optical sound; and fourth, standard 2-D prints with one-track optical sound. The board takes this occasion to express its appreciation to you and your company for your contributions to the new processes and methods which have reawakened public interest in the movie business and make for a brighter future. Most important of all, the board records its congratulations and thanks to you and your company for proclaiming, practicing and holding to the principle that when an exhibitor shows a motion picture, he is entitled to and must have a profit in order to remain in business and make his contribution to the prosperity, good will and progress of our industry. Ben Marcus, president; Abram F. Myers, chairman."

Kingsberg

(Continued from page 1)

Schenck, chairman; George P. Skouras, president; Michael Todd, production executive; Arthur Hornblow, Jr., vice-president of production; Ralph B. Neuburger, secretary; Kingsberg, treasurer; Bernard J. Reis, acting comptroller and assistant treasurer; Joseph Faehndrich, assistant treasurer; James M. Landis, assistant secretary.

Directors are: Schenck, Skouras, Todd, Landis, Charles Seligson, J. Lincoln Morris, Kingsberg, Milton Weisman, Frederick Warburg, Oscar Hammerstein, II, Richard Rodgers and Reis.

'Sabrina' Title

Paramount has announced that "Sabrina" has been selected as the new title for the picture formerly called "Sabrina Fair."

Marcus in Warning to NCA 'On Plenty of Scarcity'

MINNEAPOLIS, May 10.—More than 300 exhibitors were present at the opening session of North-Central Allied's two-day convention this afternoon and heard national president Ben Marcus analyze the current situation, cryptically titled "The Economy of Plenty of Scarcity."

He criticized Columbia for high percentage terms on "From Here to Eternity," pointing out that only 9,000 of the nation's 18,000 theatres have been able to play the picture.

Discussing the recent big developments, Marcus said "we have won a marvelous victory" in the fight for a reduction in the Federal admission tax. Touching on the outcome of the Fox forum on CinemaScope, Marcus said "we got an armistice, but I'm afraid that we still don't have peace."

Marcus did, however, urge the independent exhibitors with conventional theatres to take advantage of technological developments.

"I know that the drive-ins have their own problems," he said, "but the conventional theatres should equip themselves with wide screens and the proper lenses so that they can show CinemaScope, VistaVision or any of the other new processes. Put your theatres in first class shape. Go out and borrow the money if you have to."

Wilbur Snaper, speaking on new techniques and equipments, cheerfully admitted that he did not feel that he was competent to discuss recent developments. As a member of national Allied's watchdog committee he said that he has seen and investigated most of the new methods and still was confused.

Snaper said that Allied was setting up an information bureau for members on a national basis which would obtain specific answers to specific questions from film producers and equipment members.

Allied must tackle not only the supply of pictures, but the releasing and terms of product, Nathan Yamins, president of New England Allied, said.

Other speakers included Mike Simons, director of exhibitor relations for M-G-M; Col. H. A. Cole of Texas Allied, and Al Sindlinger, of Sindlinger and Co., Ridley Park, Pa., statistical organization.

Allied Holding Proxy Plan 'in Abeyance'

MINNEAPOLIS, May 10.—Allied States Association's plan to obtain stock proxies in a producing company is being "held in abeyance" until the Hal Makelim production project has been tested, a member of the Allied board said here today, following the directors meeting. There were no further discussions of the stock proxy plan, he said.

Both Ben Marcus, Allied president, and general counsel Abram F. Myers said that the Makelim plan was "enthusiastically received" by independent exhibitors in Denver and Omaha where it was introduced initially. The big job ahead, Myers said, is to line up first-runs for the product.

June 15 Deliveries On Superscope Lens

Exhibitors who place their orders now for the Tushinsky Superscope anamorphic lens can expect delivery about June 15, a spokesman for National Screen Service, distributors of the lens, stated here yesterday. It was further revealed that an increase in orders had been received following the dropping of the stereophonic sound requirments by several major producers but that production had kept pace and no additional delay was expected. It was also stated that when the Superscope assembly line reaches peak efficiency requests for the lenses could be filled by the manufacturer in about two weeks.

"Magnificent Obsession"

(Continued from page 1)

nificent Obsession," which retains the quality of the original with additional assets including color by Technicolor. The new one, however, was by Robert Blees. Jane Wyman and Rock Hudson carry the top roles commendably, ably assisted by Barbara Rush, Agnes Moorehead, Otto Kruger and other carefully selected players.

As was descriptively pointed out in the original review, the "magnificent obsession" is the theory that a man who lives a life of service achieves an exalted happiness for himself and remolds the lives of those whom he serves. Hudson becomes just such a man when he wrecks his speed boat, and his life is saved by a resuscitator belonging to a doctor who dies of a heart attack because the pulmotor is being used for Hudson. Hudson, a money-spoiled youth, in time meets Miss Wyman, the doctor's bride, and Miss Rush, the doctor's daughter by another marriage. In trying to evade Hudson, Miss Wyman is struck by a car and is blinded. Hudson then devotes his life to her service, eventually resuming his medical studies, and in a climactic sequence, performs the operation that restores her sight.

Basically, "Magnificent Obsession" might be called a woman's picture. Its strongest appeal is to women and, therefore, should have strong box-office potentialities. Its "tear-jerking" ingredients are properly spaced and it never becomes over-emotional.

Others in the cast are Gregg Palmer, Sara Shane, Paul Cavanagh, Judy Nugent, George Lynn, Richard Cutting, Robert Williams, Will White and Helen Kleeb.

Running time, 108 minutes. General classification. For August release.

AL STEEN

Tax Cut Share

(Continued from page 1)

ability or for shifting first run pictures out of the regular playing slot and postponing release to subsequent runs until later dates, Allied charged.

The complaint has already been aired by North Central Allied in Minneapolis which warned local film exchanges several weeks ago that it would bring Federal court injunctive action to force deliveries on availability if necessary.

Reminder by Wire

National Allied's action was less forceful and took the shape of a telegram to the home office sales executives advising them that the distributors were just as much bound by their contracts to deliver prints on availability as the exhibitors were to comply with the contractual obligations as to rentals and playing time.

Marcus also announced the creation of a special "Col. Cole Fund" to be used as a revolving trust fund for legislative purposes. The fund will be created by asking Allied members to contribute a sum equal to the amount they would have paid to the government for April 1, 2, and 3 of this year under the old 20 per cent Federal admission tax. The fund will be established as a trust fund which will be administered by Allied's president, treasurer and board chairman, at the present time Marcus, Rube Shor of West Virginia, and Myers, respectively.

20th Follow-Ups

(Continued from page 1)

ing in July with four-track magnetic stereophonic sound, one-track magnetic sound and one-track optical sound. The installation of CinemaScope by drive-ins and small town and small theatre accounts and a pattern of servicing them with prints will be taken up at these branch meetings.

Promotion Planned

Openings of CinemaScope pictures in these new situations will be given strong promotional support, the company announced.

Members of 20th Century-Fox's field sales force will visit theatres equipping for CinemaScope presentation, and will hold talks with theatre managers and projectionists on recommended procedures.

'Coins' May 20

"Three Coins in the Fountain," filmed in CinemaScope on location in Rome, Venice and Merano by 20th Century-Fox will open at the Roxy Theatre here on May 20.

Allied Holds Firm On Arbitration

MINNEAPOLIS, May 10.—Allied's board of directors, at its weekend meetings here, decided to hold firm to its earlier decision to take no part in the industry-wide arbitration conference in New York on May 24, nor in any future meetings, unless, and until, production-distribution agrees to include film rental policies as subjects for arbitration.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 91 NEW YORK, U. S. A., WEDNESDAY, MAY 12, 1954 TEN CENTS

DEFIERS OF SELF-REGULATION INVITE CENSORSHIP: JOHNSTON

Mincing no words, Eric Johnston, Motion Picture Association president, states without qualification in his annual report that "The few (producers) who ignore self-restraint (as defined by the industry's Production Code) invite governmental censorship and incite public condemnation."

He adds: "It is an easy mistake to regard those who press for unbridled license as champions of originality and creativeness. But there is nothing romantic or artistic about those who reject self-regulation in favor of open warfare against public morality. They are derelict in their obligations to the public."

"I think it is reassuring to note that the overwhelming num-

(*Continued on page* 4)

Bright Outlook Is Seen by Johnston in MPAA Report

A brighter economic outlook for the American motion picture industry was forecast by Eric Johnston, president of the Motion Picture Association of America, in his annual report, released yesterday.

While cautioning against over-confidence, Johnston pointed to these factors as indicating a "somewhat brighter picture for the industry during the coming year":

¶ A stepped-up pace in technological advances with apparent staying power.

¶ An accent on higher quality pictures.

¶ Economies along the line, including those at production sources.

Johnston noted that these factors "help counteract the competitive effects of other media, generally higher costs, and the still staggering array of trade restrictions abroad."

"An objective weighing of the pains and problems along with the solid showing of progress," Johnston said,

(*Continued on page* 4)

Australian Theatre Business at High Level, Rydge Reports

Reflecting excellent business conditions prevailing generally in Australia, indications are that Greater Union Theatres' financial report for 1953, due to be completed in the near future, will be the best in the history of the company, Norman B. Rydge, G.U.T. board chairman and managing director, who is in New York for a two weeks visit, said yesterday.

Australian theatre business recorded additional improvement recently following abolition last October of the

(*Continued on page* 6)

Eight Groups Active In UJA's Campaign

Eight committees now are active in the Motion Picture and Amusement Division of the United Jewish Appeal of Greater New York, which will culminate on May 20 in a luncheon at the Hotel Pierre which will honor Spyros P. Skouras and at which the principal speaker will be Reuven Dafni, Israel consul in New York.

The committees and their chairmen are: Laboratories, William German; Foreign Producers and Distributors, Jacques Grinieff and Harold Klein; Recordings, Leonard Schneider; Talent, Nat Lefkowitz and Robert Weitman; Exchanges, Abe Dickstein and

(*Continued on page* 4)

Uniform Plan Ended

FOX POLICY IS NOW 'ABILITY-TO-PAY'

Makelim Tells More Details Of Film Plan

MINNEAPOLIS, May 11.—Additional details regarding the film plan of Hal B. Makelim were outlined by the sponsor at this morning's session of the convention of North Central Allied.

Describing himself as "a small man . . . being shot at by the majors," Makelim said that he could guarantee delivery of 12 pictures, two of which would be mediocre, nine "nice" or "top features" and one a hit. He once again described the financial arrangements for production and said that he estimated that each picture would bring in an additional $400,000 in domestic rentals from non-contract sign-

(*Continued on page* 5)

Officers Reelected by Two Georgia Groups

ATLANTA, May 11.—All officers of the Motion Picture Owners of Georgia were reelected today at the convention which closed this evening. President is J. H. Thompson; treasurer, E. D. Martin; secretary, John Thompson.

The Alabama Theatre Association reelected R. L. Kennedy as its president, A. C. Cobb and Rufus Davis as vice-presidents and T. E. Watson as secretary-treasurer.

New 2-Point System of Film Rentals Outlined to Allied in Lichtman Wire

MINNEAPOLIS, May 11.—Abandonment of a national sales policy and the adoption of a new system of film rentals based on the ability of the exhibitor to pay were announced today by Al Lichtman, 20th Century-Fox director of distribution.

The announcement was in the form of a telegram to Ben Marcus, president of Allied States, and Abram F. Myers, Allied general counsel, who are in Minneapolis for the two-day session of North Central Allied.

The telegram was sent to the Allied executives in response to the congratulations wired by the National Allied board at its weekend meeting here, and was read, together with an additional wire from Spyros P. Skouras, Fox president, by Myers at the closing session of the NCA convention today.

In his telegram, Lichtman reviewed

(*Continued on page* 5)

'Scope Well Received In Far East: Loke

Far Eastern audiences have afforded CinemaScope and stereophonic sound warm welcomes, Loke Wan Tho, president of Associated Theatres, Ltd., of Singapore, revealed yesterday in a trade press conference at the 20th Century-Fox home office.

Realizing that competition is keen among exhibitors in the Singapore, Malaya and Borneo area, Loke said that Associated Films has equipped five houses of its circuit with complete

(*Continued on page* 5)

New Decca Stock in Exchange for 'U'

WASHINGTON, May 11.—Decca Records has filed with the Securities and Exchange Commission a registration statement covering the issuance of additional shares of its 50-cent par capital stock. The new stock is to be offered in exchange for additional stock of Universal Pictures at an exchange ratio to be supplied later.

As of May 1, Decca said, it owned

(*Continued on page* 4)

'Three Coins in the Fountain'

(20th Century-Fox)
(CinemaScope)

SET against a background of present-day Rome and Venice and utilizing the full advantages of CinemaScope, "Three Coins in the Fountain" is a bright romantic production fortified with a big-name cast and in color by DeLuxe. Dorothy McGuire, Jean Peters and Maggie McNamara are believable as a romantically entangled trio of American misses in Rome, while their love interests, Clifton Webb, Rossano Brazzi and Louis Jourdan, respectively, give outstanding performances. The title song, written by Jule Styne and Sammy Cahn, and sung off-screen by Frank Sinatra as the film opens, is worth noting and may be a tune which will catch on.

The story involves the love affairs of the Misses McGuire, Peters and

(*Continued on page* 6)

Personal Mention

WALTER BRANSON, RKO Radio foreign manager, will leave New York today by plane for Havana.

•

JOHN B. NATHAN, Paramount Pictures general manager for Continental Europe, North Africa and the Middle East, will arrive in New York May 25 from Paris.

•

IRVING WORMSER, Columbia Pictures sales executive, has left here on a three-week tour of the company's Southern and Southwestern exchanges.

•

BERNARD JACON, vice-president of I. F. E. Releasing Corp. in charge of sales and distribution, today will enter Flower and Fifth Avenue Hospital here for minor surgery.

•

RAY AYREY, contact manager for Stanley Warner in Pittsburgh, is the father of a son born to MRS. AYREY at St. Clair Memorial Hospital there on Sunday.

•

JAMES SPERO LATCHIS, son of SPERO LATCHIS, of the Latchis circuit, Brattleboro, Vt., was married to MARINA FILIDES, of Concord, N. H.

•

A. L. PRATCHETT, Paramount Pictures Latin American division manager, is due in New York on May 24 from Mexico City.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Washington from New York.

•

JACOB H. KARP, executive assistant to Y. FRANK FREEMAN, Paramount Pictures vice-president, will return here May 25 from Europe.

•

ED R. SVIGALS, of Buena Vista Film Distributing Co., left New York yesterday for Atlanta.

CinemaScope Dual In Chicago Rockne

CHICAGO, May 11.—The Rockne Theatre, which recently instituted suit against 20th Century-Fox and M-G-M, accusing the two distributors of attempting to withhold CinemaScope pictures from the Rockne by not allowing deductions and by specifically prohibiting double features, respectively, is playing two CinemaScope releases, Fox's "Hell and High Water" and Metro's "Rose Marie," as a double-feature this week. The booking was made possible by Metro's retreat from the policy it set up on "Knights of the Round Table."

Fox, however, still maintains its policy of allowing no deductions for a second feature when a theatre plays a Fox CinemaScope release.

The Rockne suit still is pending, although Metro has asked to be released from it in consequence of lifting its double-billing restriction in its CinemaScope releases.

LEVY TO DISTRIBUTORS: DO NOT DICTATE EXHIBITION POLICIES

ATLANTA, May 11.—Distributors must not attempt to dictate to exhibitors how they shall run their theatres, and exhibitors must realize that in unity there is strength and that with militant, intelligent and affirmative action, gross injustices can be prevented. Those two points were the lessons that were learned during the last year in the controversy over stereophonic sound, Herman Levy, general counsel of the Theatre Owners of America, said here today.

Speaking at the joint convention of the Alabama Theatres Association and the Motion Picture Theatre Owners and Operators of Georgia, Levy said that May 3 and May 6 were history-making days in the industry because on those dates, M-G-M and 20th Century-Fox abandoned their stereophonic sound requirements as a condition for showing their CinemaScope pictures.

'Major Credit' to Exhibitors

"The major credit, however," Levy said, "must go to exhibitors everywhere because they recognized the uneconomic position of these two distributors and because they brought their views to the attention of the companies involved as forcefully as possible. Exhibition's approach was, by and large, militant, intelligent and patient—patient because the exhibitors felt sincerely that these two distributors and any others who might make a similar demand, would eventually recognize the error of their ways even if too late to have had the largest possible number of theatres available for their CinemaScope pictures."

Admitting that CinemaScope had brought new life to the industry and that many exhibitors felt that stereophonic sound contributed in great measure to good audience reaction, Levy said that it was the stereo requirement that made exhibitors feel that it was an attempted invasion by distribution into the right of theatre owners to operate their theatres to their best judgment.

"The entire controversy," Levy stated, "has highlighted a major problem which confronts this industry and which can be solved only by a change in philosophy and policy on the part of distribution; distributors must abandon their attempts to invade the province of exhibition by dictating to exhibition how exhibitors shall run their theatres."

Repeating assertions made in previous speeches, Levy called for greater authority on the part of branch managers, contending that some top sales personnel have little or no knowledge or understanding of the problems of today's theatre operations.

Urges Power for Sales Heads

Levy asked that the alleged practice of some company presidents of usurping the powers of their sales heads be stopped immediately, adding that if branch managers "are not to be given sufficient authority to do their job effectively, then, at least, let not that authority be centered in management as distinguished from sales."

Ray Edmondson, president of Dixie Drive-in Theatres of Atlanta, and Jimmy Caylard of Alabama, co-chairmaned a clinic and open forum on the outdoor theatre situation. Al Reynolds, general manager of Claude Ezell Drive-in Theatres of Dallas, explained and demonstrated the Ezell-designed stereophonic sound speakers for drive-ins.

Walter Reade a Speaker

Other industry figures to address the assembled theatremen were Walter Reade, Jr., president of TOA; A. B. Padgett of Wilby Theatres; Jack Braunagel of Commonwealth Theatres; Kansas City; Ed Martin, Martin Theatres, and Mack Jackson of Alexander City, Ala.

American Pictures Popular in Germany

BONN, W. Germany, May 11.—Official figures released here today indicate an upward trend in the popularity of motion pictures in general and American productions in particular. There are now a total of 5,200 houses in the western zone as compared with 4,625 in 1951. Most recently popular were "Gone With the Wind," "From Here to Eternity" and "Roman Holiday," all played with German subtitles.

Cinema Lodge Golf Tourney June 10

The third annual film industry golf tournament sponsored by New York's Cinema Lodge of B'nai B'rith, will be held at the Vernon Hills Country Club, Tuckahoe, N. Y., June 10, it was announced yesterday by Burton E. Robbins, president of Cinema Lodge,

The appointment of Martin Levine, Cinema Lodge past president, as chairman of this year's committee, was announced at the same time. Entry blanks are available through the Cinema Lodge office and 20th Century-Fox's New York exchange.

20 Theatres to Show Chrysler Telecast

A closed circuit telecast which will reach Chrysler Motors franchised dealers in 26 cities throughout the country will originate from the Park Sheraton Hotel here on May 27, William Rosensohn, executive vice-president of Box Office Television, Inc., announced yesterday.

The hour-long sales and executive meeting over the closed circuit hookup will be piped into 20 theatres and six hotels in the 26 cities.

The Chrysler television parlay will be the sixth closed circuit show that BOT will put on so far this year. BOT has handled shows for the American Management Assn., the Ford Motor Co. on two occasions, the Hotel Sheraton circuit, and Pan American Airways, Rosensohn said.

Film Writer Admits He Was Communist

WASHINGTON, May 11. — Allan E. Sloane, author of the film biography of Martin Luther, produced by Louis de Rochemont, has told House of Representatives' investigators he is a former Communist.

Sloane, who also writes for radio and television, appeared voluntarily before a secret session of the House Un-American Activities Committee last January. His testimony was made public yesterday.

The 39-year-old Stamford, Conn., writer said he had been a party member between March, 1943, and July, 1944, having joined as a "fuzzy-minded * * * liberal."

Howard Bay, stage and screen scenic designer, told the Committee he has not been a member of the party since January 1, 1952, but refused to answer questions about activities and acquaintances before that date, pleading the Fifth Amendment.

'Obsession' Campaign Slanted to Women

A national magazine advertising campaign designed to provide extensive coverage of women's publications will highlight the Universal national promotional campaign for "Magnificent Obsession," David A. Lipton, U-I vice-president, yesterday told the company's advertising, publicity and promotional representatives during the second day of a three-day meeting here.

Scheduled to break during July and August, the U-I national magazine advertising campaign will cover every type of woman's publication, including national magazines circulated through the country's major food chains, general women's magazines, the "confession" and teen-age groups and fan magazines.

Betty Hutton to TV

Betty Hutton will make her TV debut on Max Liebman's "Your Show of Shows," opening the fall series of 20 color shows on Sept. 12. The 90-minute fall series will originate from the Brooklyn studios which formerly housed Warner Brother's Eastern activities.

Fire Damages Studio

HOLLYWOOD, May 11.—A fire in a section of the General Service Studios yesterday caused an estimated $200,000 damage to the studio which has been given over almost exclusively to television film production.

Serkowich Rites

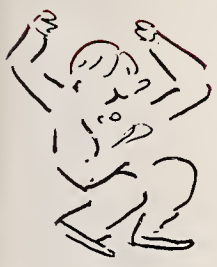
A memorial service for the late Benjamin Serkowich, motion picture publicist who died Saturday, will be held in the chapel of the Jewish Theatrical Guild, Palace Theatre Bldg., here at 1:30 p.m. on Friday.

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My Intimate Diary
– by Leo



"Hooray!"



You should have seen our Sales Execs doing hoop-las in the projection room last week when we screened an advance print of the sensational "SEVEN BRIDES FOR SEVEN BROTHERS" in CinemaScope—color, too. It stars Jane Powell, Howard Keel and a screen full of young talents all-out for love-making. Some folks call me King of the Musicals. All right, so it's true!

The Broadway scene is very Lion-ish (that's me, pals). For instance:

RADIO CITY MUSIC HALL: Sensational "EXECUTIVE SUITE" (*starring Academy Award winner William Holden and June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch*)—acclaimed by the critics and applauded by the public, successor to another Music Hall record-breaker, "ROSE MARIE" (CinemaScope—color; *Ann Blyth, Howard Keel, Fernando Lamas*)—to be followed by "THE STUDENT PRINCE" (CinemaScope—color; *Ann Blyth, Edmund Purdom and the singing voice of Mario Lanza*).

STATE: Box-office music as fans applaud lovely *Lana Turner,* even more exciting as a brunette (*with Pier Angeli, Carlos Thompson*) in the fiery romance, "FLAME AND THE FLESH" (Technicolor).



VICTORIA: Exploitation natural grips Times Sq. "PRISONER OF WAR" (*Ronald Reagan, Steve Forrest, Dewey Martin, Oscar Homolka*).

GLOBE: Thrilling drama of Navy's jet pilots bombs Broadway—"MEN OF THE FIGHTING LADY" (Color; *Van Johnson, Walter Pidgeon, Louis Calhern, Dewey Martin, Keenan Wynn, Frank Lovejoy*).

TRANS-LUX 52nd St.: That phenom of show business, "LILI," continues to pack them in, in its 2nd year. (Incidentally, it's a clean-up in repeat bookings everywhere since it won so much praise, not to mention the Academy Award for music. Inquire!)

Random Thought: A lot of those gloomy folk who predicted the rout of movies by TV are now confessing they don't turn on their sets nearly as much as formerly. The movie-going habit is getting to be a habit again. Nothing to equal a good movie. Where else can you see great color musicals like "The Student Prince" or big, star-studded attractions like "Executive Suite." Only in the movie theatres, natch!

"Don't listen to kill-joys!"

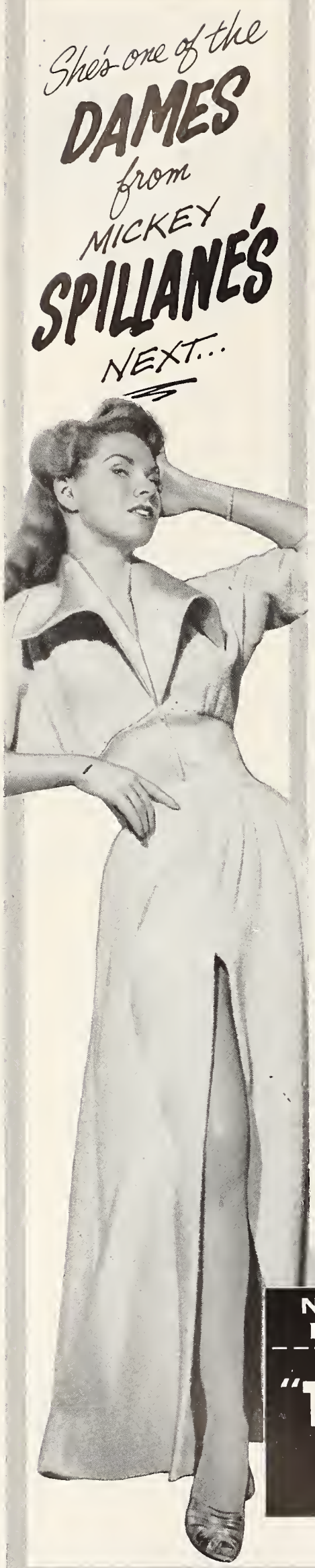


When the tip-off comes from as experienced a movie judge as publisher Billy Wilkerson of Hollywood Reporter, lend an ear! In a front page editorial of his April 13 issue Mr. W. reports a group of M-G-M screenings in Hollywood, advance prints of "THE STUDENT PRINCE" and "SEVEN BRIDES FOR SEVEN BROTHERS," also "BRIGADOON" and "BEAU BRUMMELL" (*all in CinemaScope and Color*) in stages of completion. He wrote: "We sat in on 'Brigadoon' and can report high enthusiasm, not only for this picture but for the others. There's no better way of impressing anyone than by showing them the goods and that's what M-G-M did." When you see for yourself, you'll join Mr. W. in his "high enthusiasm."

"Inside Stuff!"



"P.S. Watch for more of "My Intimate Diary"
– Leo



MPAA Report

(*Continued from page* 1)

"leads me to believe the American film industry has greater achievements ahead."

Johnston emphasized that the great technological advances last year "did not mark the close of the period of transition through which the American motion picture industry is moving."

"Substantial investments," he commented, "are still being poured into research in the laboratory and experiment on the set.

"Heartening progress continues to be made before the camera and on the screen, so that Hollywood's tempo of advance and achievement is keeping pace with the dynamic expansion of modern society.

"The forward-looking spirit which motivates the motion picture industry makes certain further dramatic change and even better film presentations in the future."

Reporting in his capacity, also, as president of Motion Picture Export Association, Johnston noted that American films had made further gains in foreign markets with the result that 1953 was one of the best years distribution companies have experienced abroad.

While the increase in business volume and revenue were achieved despite numerous commercial and monetary restrictions, Johnson noted that the American film industry may face even tougher trading obstacles in the ensuing months.

Contributing factors, he explained, were a growing scarcity of dollars and foreign exchange in a number of important overseas film markets; cutbacks in the U. S. government's foreign aid program; and an increase in nationalistic pressures to protect local film industries.

The report points out that the ability of the American film industry to maintain and develop its export business is closely linked to the direction of U. S. international trade policies.

"A backward step in U. S. trade policy, or even a failure to continue the liberalization of past years," the report adds, "would adversely affect the motion picture industry whose foreign markets now account for over 40 per cent of its total revenue."

Among the barriers to the free flow of U. S. motion pictures to foreign countries, the report lists "exchange controls, artificial currency valuations, bilateralism, import quotas, licensing requirements, as well as a multitude of direct prohibitions and internal restrictions." On the other hand, "there are no trade restrictions on the importation of foreign films into this country. In recent years the playing time and gross business of foreign films in U. S. theatres have been markedly increasing."

"The growing competition from foreign films," the report adds, "is a healthy development. It serves as a further spur to Hollywood to continue to provide the type of films which have enabled it to achieve a position of world leadership."

Johnston expressed confidence that "the American film industry can meet the challenges it faces overseas in 1954 and go forward to even greater accomplishments in the months ahead."

Other highlights of Johnston's annual report:

PRODUCT: There were 354 feature releases last year compared with 369 in 1952 and 432 in 1951. Of the 1953 total, 203 or 57.3 per cent, were in black and white and 151, or 42.7 per cent, in color. The color picture percentage of the total has nearly doubled since 1951.

Short subjects are reported in increasing demand due in part to "the tightening of feature picture supply in the past year" and in part to exhibitor desire to offer "balanced programming."

PRODUCTION CODE ADMINISTRATION: Approved 354 features and 415 shorts in 1953, slightly fewer than in the preceding year. Of the total, 64 were foreign features, the largest number to receive a Code seal in any year. Twelve of the imports were produced abroad by MPAA member companies who also distributed an additional 20 foreign features.

ADVERTISING CODE ADMINISTRATION: Passed on 126,900 advertising, publicity and exploitation items in 1953, of which 2.25 per cent were disapproved or revisions were requested.

TITLE REGISTRATION BUREAU: Recorded 3,794 new titles out of 4,161 submitted in 1953.

JOHNSTON ON PRODUCTION CODE

(*Continued from page* 1)

ber of film-makers recognize their responsibility to the public they serve," Johnston states. He continues:

"The moral principles and ethical standards set forth in the Code are based on moral principles with which no compromise should be made.

"These moral principles are the essence and substance of the Code, and they should not be confused with the Code's regulations dealing with contemporary manners, fashions and customs. Such regulations are subject to discussion and change. They have been changed before and can be changed in future in the light of progress and experience," he states.

"I am convinced that the public will continue to show its confidence in and support for American motion pictures whose producers adhere to the Production Code.

"Self-regulation is the democratic answer to governmental censorship," Johnston said.

UJA Committees

(*Continued from page* 1)

Leonard Gruenberg; Publicity, Maurice Bergman and Max Youngstein; Music Publishers, Julius Collins and Abe Olman; Publications, Jack Alicoate, Charles Alicoate, Chester Bahn, Abel Green, Sherwin Kane, Martin Quigley, Martin Quigley, Jr., and Sumner Smith.

MGM and Exhibitors Map 'Caesar' Drive

More than 50 independent and circuit theatre managers in the Greater New York area met Monday at the M-G-M home office projection room and heard Arthur Canton, eastern divisional press representative for the company, explain various phases of promotion in connection with "Julius Caesar," which begins engagements May 15 in local theatres, the playdates to extend through June.

M-G-M is offering a $100 bond for the best all-around advertising, exploitation and publicity campaign on the picture. Locw's will not be eligible in the contest.

Details of the contest and for the subsequent runs were outlined in the first meeting of its kind conducted by M-G-M.

New Decca Stock

(*Continued from page* 1)

672,996 Universal shares or 66.2 per cent of the outstanding Universal common. It reported that 1,783 other Universal stockholders held another 344,338 shares of Universal common and that other stockholders also held warrants for another 79,873 Universal shares.

Walders Leaves IFE To Join Columbia

CHICAGO, May 11.—Harry Walders, Chicago manager for I.F.E. Releasing Corp., has resigned to join Columbia Pictures here, taking over the position of sales manager held by the late Oscar Bloom. Charles Wiener of the I.F.E. Minneapolis exchange is taking over the local exchange until a replacement for Walders is appointed.

VistaVision in Dallas

A demonstration of Paramount's VistaVision will be held in Dallas on May 14 at the Majestic Theatre. Explanatory talks will be delivered by Y. Frank Freeman, vice-president in charge of the Paramount studios, and Loren Ryder, director of research.

Far East

(Continued from page 1)

CinemaScope equipment. "The initial wide-screen presentation, 'The Robe,' grossed $130,000 in its three week run at the Odeon Theatre," Loke said. A conventional film for a like period usually grosses $60,000, the showman stated.

Large Investment in Singapore

The circuit head said that his organization invested $1,000,000 in building the Odeon in Singapore. The house, fully equipped with stereophonic sound equipment for CinemaScope productions, can seat 1,640 patrons and has an underground parking field for 185 cars, Loke said. "CinemaScope was well received and the stereophonic sound impressed the people," he stated. Other CinemaScope films to play the Associated Theatres circuit were "King of the Kyhber Rifles," "Beneath the 12-Mile Reef," "How to Marry a Millionaire" and "The Command," he said.

Due to the many language difficulties in the Far East, motion pictures have to tell their own stories, Loke stated. Operator of a circuit of 35 theatres, he said that with 80 per cent of the population of Chinese extraction, his organization maintains translators who prepare Chinese subtitles on important films.

CinemaScope at Same Price

Loke, who is also in production in Hong Kong and Malaya, stated that the top admission price is $3, equivalent to one American dollar. "We did not raise our prices for CinemaScope because of a political movement to curb rising prices," Loke said.

Here on a combination business and pleasure trip to see the latest film developments, including "This Is Cinerama," Loke declared that "3D films weren't popular in Malaya for the fitting of glasses irked the audiences."

'Salt' Boycotted by Industry: Biberman

CHICAGO, May 11.—Saying that "Hollywood never has forgiven us for not dying when they blacklisted us," Herbert Biberman, director of "Salt of the Earth," alleged Communist-inspired film made in New Mexico with mine union cooperation, today accused the motion picture industry of boycotting the picture for political reasons. He also singled out the projectionists union and the management of the Hyde Park Theatre as prime movers in causing the cancellation of the picture's scheduled run, which was to commence May 14, at the Hyde Park.

Appealing to the theatre-owners of Chicago to make their theatres available for exhibition of the picture, Biberman pointed out that it has opened in other cities despite pressure to prevent it from doing so and has done good business.

The executive board of the American Civil Liberties Union has evinced an interest in the showing of the film and has sent letters to the operators union and to the Hyde Park, urging that the picture be shown here.

'Miami' Premiere May 14

"The Miami Story," Columbia Pictures' expose of crime and corruption in the Florida vacationland, will have its New York premiere at the Paramount Theatre on May 14.

New 20th-Fox Rental Policy

(Continued from page 1)

his company's sales policy nationally since the release of "The Robe," the initial CinemaScope effort, which he said had been sold on a 70-30 basis, with the exhibitor guaranteed a 10 per cent profit. Subsequent pictures, he said, were sold on a 50-50 per cent basis with the door open for renegotiation.

In view of the change in Fox policy with regard to its earlier insistence upon stereophonic sound, Lichtman said he "had a meeting Friday with division and branch managers and informed them that we do not see clear to continuing a uniform sales policy" nationally.

In the future, Lichtman said, all film rentals are to be based on the exhibitor's ability to pay. "We prefer to do away," he said, "with re-negotiation and review," which he explained was time consuming in the amount of accounting and physical work entailed.

Two-Point Policy Set

Two points were set up as the basis of future dealings:

¶ In the case of old accounts 20th Century-Fox will live up to its earlier promise to guarantee the exhibitors a profit.

¶ All new deals are to be made "on the basis of what our experience with each account justifies, with protection afforded both exhibitor and ourselves."

In closing, Lichtman commented that he agreed with Marcus in his statement that it was basic that "we must have successful exhibition if there is to be successful production."

Skouras, in his wire, thanked Allied for its views expressed Saturday and made the pledge that "if at any time any of your members complain to officials of Allied on film rentals we will be only too happy to have it called to our attention."

There was no reference in either Skouras or Lichtman's messages to the statement contained in the Allied message of Saturday concerning the Fox promise to supply future CinemaScope products in 2-D.

Myers, in commmenting to the loudly applauding convention of about 300 exhibitors, said "we have made progress, on paper, and I hope it sticks."

Benjamin F. Berger, NCA president, told the convention that he felt confident that the Fox telegrams could be accepted at face value and that Fox would stand by the "ability-to-pay" rental formula.

Myers saved the Fox wires as a dramatic finish to his speech in which he ticked off the gains accruing to motion picture exhibition since the first of the year.

Optimistic Regarding Innovations

Speaking optimistically, he mentioned Federal tax relief, warning, however, the dangers of municipal and state imposts; the breaking of the artificial sound barrier, and the slowly lifting confusion over new techniques, adding "We'd better take a more tolerant view toward these innovations. They are bringing people back to the theatres and the situation is getting better every day."

He mentioned particularly the big increase in summer business and referred to television as "a lunatic relative sitting in the corner chattering to anyone who wants to listen to it."

The biggest obstacle facing exhibition today, Myers said, is the product shortage. He endorsed the Makelim plan not as the final answer to the problem but "if it is successful there will be others with the same idea and eventually the majors will be forced to step-up with output."

Berger Heads NCA For the 11th Year

MINNEAPOLIS, May 11. — Benjamin N. Berger was elected president of North Central Allied for the 11th year at the closing session of the convention here today. Elected to serve with Berger were Ernest Peaslee, Stillwater, Minn., vice-president; Al Leet, Minneapolis, secretary, and Sim Heller, Minneapolis, treasurer. Reno Risch, veteran Wisconsin exhibitor, was elected honorary vice-president. An expanded board of directors, totaling 29, also was chosen.

Allied Officials Accuse Fox Of 'Back-Tracking' on 2-D

MINNEAPOLIS, May 11.—Twentieth Century-Fox was accused of "a little back-tracking on its promise" to provide future CinemaScope product in four different forms, including conventional 1.33-to-1 aspect ratio, by top officials of Allied States Association who are here for the North-Central Allied convention.

The accusation was made at the morning session of the convention before receipt of the wire from New York which announced the revision of the Fox policy on film rentals.

Members of the national board who were present at the 20th-Fox forum in New York last week agreed that it was their definite understanding that 20th-Fox had "capitulated" not only on the question of stereophonic sound, but had agreed to service its product with so-called 2-D prints.

The difference in the national Allied board's understanding and the 20th-Fox plan became apparent when copies of the New York trade papers arrived here, stating that Fox would service three types of prints—four-track magnetic, single-track magnetic and single-track optical. The board on Saturday had wired 20th-Fox president Spyros Skouras congratulating him and his company for liberalizing the CinemaScope ground rules to include the single-track sound versions and the conventional version as well.

Yamins Critical

"There has been some back-tracking somewhere along the line," Nate Yamins, Allied director, of Fall River, Mass., said. "I was there in the front row and heard the entire discussion and it was my definite understanding that the 2-D version was included."

Allied president Ben Marcus said that he had conferred with Fox officials and had understood that the 2-D version had been included in the Fox plan, partly to afford relief to drive-in theatres which could not make the necessary alterations in their physical plans this season.

Abram F. Myers, general counsel, said that he had conferred by telephone with members of the Allied "watchdog committee" immediately after the Fox meeting and that they also believed that 20th had agreed to service the fourth, or conventional, version.

Fox Spokesman Says 2-D 'Scope Project of Future

CinemaScope prints adaptable to so-called 2-D projection is a possibility of the future, but the conversion will take longer, an official of 20th Century-Fox said here yesterday in commenting on Allied's position in Minneapolis to the effect that 20th-Fox had "back-tracked."

"We will continue to experiment in adapting CinemaScope product to conventional projection," the executive said, "but we cannot slow up the other conversions at this time."

The executive said that 20th-Fox was abiding by the resolution passed on the floor of the forum last Thursday which called for three types of prints, four-track and single-track magnetic and single-track optical.

Makelim

(Continued from page 1)

ers and from $200,000 to $400,000 from foreign distribution.

This additional $600,000, he explained, would be divided equally between himself and the original 2,500 signers.

He listed his product, describing "Blue Mesa" as a western. He refused to disclose the names of stars or details of distribution.

Makelim and Wolfberg solicited immediate signatures to Atlas Pictures contracts. Benjamin Berger, a signer, disclosed that the rental will be $900 for his first-run 1000-seat Gopher Theatre in Minneapolis.

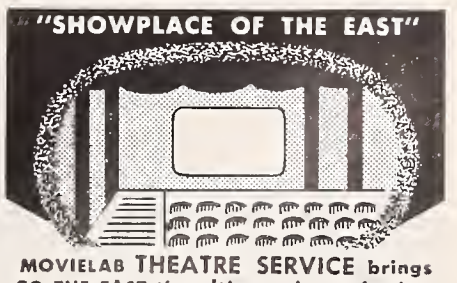
There was a steady line of signers. Most of them were dubious about the quality of the product, but expressed the belief that the shortage made it necessary for them to try something.

A quota from the NCA area was set at $12,300 from 83 theatres.

N. Y. Regents Asked To Review 'Line' OK

BUFFALO, May 11.—A resolution asking the Board of Regents to review its licensing of the motion picture "The French Line" has been filed with the Common Council by Councilman-at-large Joseph J. Cooly.

The resolution also asked the Regents to "diligently and carefully scrutinize and examine all motion pictures presented to it in the future." The film closes a two-week run this week at Basil's Lafayette.



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National Pre-Selling

"JOHNNY GUITAR" will be represented by a full page four-color ad in the June 23 issue of "This Week."

•

"Indiscretion of an American Wife" and "Beat the Devil" are among the pictures recommended by Phillip Hartung in the May issue of "Woman's Home Companion." In the same issue, Greer Garson is spotlighted and her latest picture, "Her Twelve Men," mentioned prominently in a full page form color ad which advertises Lux soap.

•

"Carnival Story" and "Night People," both pictures made in Germany, are reviewed in the current issue of "Life." "Carnival Story" impresses the reviewer as an old-fashioned, sexy melodrama made in Munich for about a quarter of what it would have cost in Hollywood. One of its big savings was in the crowd scenes, where the producer simply opened up their monster carnival set, including the scarey high dive, to the public, got a huge, unpaid throng simply by offering free popcorn, ice cream and soft drinks.

•

Each month Louella Parsons selects current releases for her Movie Citations department of "Cosmopolitan." For May she chose "Rose Marie" as the best production; "Knock On Wood," as the best comedy; Anne Baxter was picked for giving the best performance in "Carnival Story" and "Gypsy Colt" was cited as the best children's movie.

The front cover of the issue is devoted to Terry Moore, star of "Parachute Sisters." Miss Parsons has written an interesting cover story of the star which is illustrated by a full-page portrait in color.

•

To illustrate the trend in current releases of the when-knighthood-was-in-flower type of films, Ed Miller of "Seventeen" has collected photographs taken on the production sets of this sort of film for the May issue.

•

Elizabeth Taylor, star of "Elephant Walk," has been chosen by the editors of "Look" as their "American Beauty Girl" for the current issue.

•

"The Black Shield of Falworth" will have the benefit of a major Autumn Fashion promotion section which will appear in the October issue of "Photoplay" magazine, according to Lillian Lang, McFadden's fashion promotion director. A fashion show will be staged showing the costumes worn in the film and modern versions of these gowns. A newsreel subject will be made of the fashion show and released in the Universal-International newsreel of Sept. 4th to 6000 theatres.

"Photoplay" will also inaugurate the Gold Star Fashion Awards in the September issue. Awards will be made to manufacturers and designers. Plans are under way to exhibit the winning costumes in key city theatres throughout the nation.

•

The concluding installment of Mary Pickford's story "This Is My Life," will appear in the June issue of "McCall's."

WALTER HAAS

'Three Coins in the Fountain'

(Continued from page 1)

McNamara, employed as secretaries in the U. S. Distribution Agency, Rome. Miss McNamara, the latest of the trio to arrive in the Italian capital, falls in love with Jourdan, a playboy-prince. When she confesses to some of the feminine wiles employed to attract him, he disappears, temporarily, at least.

Miss McGuire, secretary to world-renowned novelist, Webb, finally entices a proposal from him after 15-year wait. But their plans, too, backfire when he learns he has only a year to live. The third couple, Brazzi and Miss Peters, meet frustration when their hoped-for marriage is prevented by financial stress.

The central symbol of the story, Rome's Fountain di Trevi, where a tossed coin and a wish are supposed to insure another year in the city, brings the couples together at the film's conclusion. Miss McGuire, her romance patched-up, calls her roommates to the fountain the afternoon of their departure for home. As the fountains are turned on, Jourdan and Brazzi turn up and marriage for all is insured. Some amusing sequences involving Brazzi's Italian relatives on an excursion to the countryside surrounding Rome, round out the picture.

Sol C. Siegel produced and Jean Negulesco directed from the screenplay by John Patrick. The story is based on the John H. Secondari novel. Victor Young provided a colorful score. Sophisticated dialogue and frank love scenes classify the picture as adult entertainment.

Running time, 102 minutes. Adult classification. For release, May 20.

FRANCIS BACKILMAN

"Silver Lode"

(RKO Radio)

REALISTIC mob sequences, sufficient action and suspense. plus enhancing Technicolor photography, overcome a complicated plot to rate "Silver Lode" a better than average item for houses specializing in period Westerns. John Payne, Lizabeth Scott, Dan Duryea and Dolores Moran are starred. Emile Meyer, Harry Carey, Jr., and Alan Hale, Jr., supply adequate supporting roles.

The peaceful Fourth of July celebration of a sleepy Western town explodes into violence when four men, claiming to be U. S. Marshals, interrupt Payne and Miss Scott's wedding by accusing the former of a past murder. Duryea, the leader of the group, accuses Payne of shooting his brother in the back after cheating him of $20,000 during a card game. In the ensuing debate and violence, Payne is discovered to be an ex-gunman who settled in the hamlet to become a well-liked and respected rancher. Getting engaged to the town's richest girl was another of his achievements. The local citizens listen to Duryea, and letting their feelings rule their heads, grab for their guns, despite the protests of Robert Warwick, the local judge.

When Payne arms himself in self-defense, things get completely out of hand as the townsfolk turn into a mob, bent on murder. With the help of Miss Moran, the local dance hall girl and Payne's old flame, information is received at the right moment from the scene of the former shooting. The climax occurs in the town's church belfry where Duryea has Payne cornered and unarmed. But a ricocheted bullet strikes the phoney marshal down and Payne's innocence is announced when the messages are read to the crowd. As the film closes, Payne and Miss Scott return to their interrupted wedding.

Benedict Bogeaus produced and Allan Dwan directed from the original story and screenplay by Karen De Wolfe.

Running time, 80 minutes. General classification. For release, June 19.

F. B.

"Drums Across the River"

(Universal-International)

THE often-used Western theme of Indians attempting to keep the peace in the face of war-provoking white men in search of silver, the efforts of an honest, two-fisted settler to aid his Ute friends and the usual amount of well-meaning townsfolk misled by the culprits, add up to a solid action film in color by Technicolor. Audie Murphy as the settler who fights and kills to keep the peace; Walter Brennan as his father, wisened in the ways of Indian lore, and Lyle Bettger as leader of the band of cutthroats who consider silver of more importance than peace, head the cast. Mara Corday and Lisa Gaye supply the romantic interest. In addition, Hugh O'Brian delivers a good portrayal of a gun-happy killer.

Bettger and his mob provoke a skirmish with the Utes when a party of prospectors crosses the river boundary into their territory. Murphy succeeds in seeing the chief, Jay Silverheels, who promises peace if the white men behave. A Bettger-led stagecoach robbery arouses the settlers, however, when they assume the Indians are at fault. With the U. S. Cavalry on the way to remove the redmen to a reservation, and held captive by Bettger, Murphy escapes and succeeds in leading the villains into a trap and exposing their plot. The Army arrives at the right moment to arrange a treaty with the Utes.

Melville Tucker produced and Nathan Juran directed. John K. Butler and Lawrence Roman wrote the screenplay from John K. Butler's story.

Running time, 78 minutes. General classification. For release, in June.

F. B.

'Lagoon' Grosses $1,100

Universal-International's "Creature from the Black Lagoon," in Pola-Lite 3-D, grossed $1,100 at the Plaza Theatre in Hawthorne, Calif., at the end of its seven-day engagement, the film company reports.

'Blade' Here May 14

"The Saracen Blade," Columbia's Technicolor screen version of Frank Yerby's best-selling novel of the Crusades, will have its New York premiere at the Palace Theatre here on May 14.

Australian

(Continued from page 1)

Federal government admissions tax, which amounted to approximately 23 per cent, Rydge reported. Some state governments followed the Federal action by imposing a tax of their own but on a somewhat lower scale. Average admission prices continue steady in Australia at the equivalent of 70 to 85 cents, exclusive of tax.

Guest of MPEA

Rydge, on his first trip here in four years, was guest of the Motion Picture Export Association at a luncheon at the Harvard Club here yesterday.

Rydge left Australia March 22 and visited in Singapore and Italy before going to London for conferences with Rank. He will confer here with Capt. Harold Auten, his American representative before going to Hollywood en route home.

His theatres have not been equipped for new processes yet and Rydge observed that he feels he arrived here "at an interesting period" in which to observe the new techniques with a view to helping decide his future policy.

TV No Present Threat

With an Australian government committee just having reported favorably on introduction of both state and privately operated television for Australia, Rydge estimated that it would be another two years before stations are in operation there and "five years before it attains its zenith and becomes a strong competitor of motion picture theatres."

Eric Johnston, M.P.E.A. president, was host at the luncheon for Rydge yesterday. Spyros Skouras, 20th Century-Fox president, introduced Rydge as "one of the ablest and best ambassadors of good will among the English-speaking nations of the world." About 40 American film executives heard Rydge commend the U. S. industry for "courage, vision and enterprise" in introducing the new processes. "It shows," he said, "that the American industry is planning even greater and newer horizons. I believe it can only mean a more glorious future for the motion picture everywhere in the world."

Whole Industry in Tribute

Present at the luncheon were: Capt. Auten; Norten Ritchey, Edward Morey and William Satori, of Allied Artists; Joseph McConville, LeRoy Brauer, Lacy Kastner and Bernard Zeeman of Columbia; Sam Burger and Morton Spring of Loew's; George Weltner, J. William Piper and Al Deane of Paramount; Richard Altschuler, Douglas Yates and Theodore Black of Republic; and William Clark, Walter Branson and R. K. Hawkinson of RKO.

Also: Skouras, Murray Silverstone, Emanuel Silverstone and Edwin Fraser of 20th Century-Fox; Arthur Krim, Robert Benjamin and Louis Lober of United Artists; John J. O'Connor, Americo Aboaf and Felix Sommer of Universal; Wolfe Cohen and John Glynn of Warner Bros.; and Walton Ament of Warner Pathe News.

MPAA Officials Present

From MPAA, in addition to Johnston, were: Joseph I. Breen, Ralph Hetzel, Fred DuVall, Sidney Schreiber, George Vietheer, Manning Clagett and Alfred Corwin.

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Aim at Tourists

N.Y. Theatres May Join in 'Festival' Here

'Package Ticket' Plan Under Consideration

Members of the industry in New York City may join with leaders in the publishing field, radio and TV, and major retailers to sponsor a project known as the New York Summer Festival of 1954. The aim of the organization will be to promote New York as "the greatest vacation bargain on earth" and thus minimize a possible summer slump at the box office.

It is expected that local exhibitors will participate in a "package ticket" plan whereby special passes to their houses will be grouped with tickets to other media of amusement and

(*Continued on page* 5)

Tax Plan Provision Eases Bookeeping

WASHINGTON, May 12.—The Senate Finance Committee tentatively approved a provision in the House-passed technical tax relief bill which would make it easier for many theatre firms which keep books on a weekly basis.

At present, a corporation's tax year

(*Continued on page* 4)

Durwood Awarded Million in K.C. Suit

KANSAS CITY, May 12. — Circuit operator Edward Durwood has been awarded almost $1,000,000 in an eight-year-old legal battle with his brothers. Durwood was awarded at cost three theatres and their profits which were acquired by his brothers, Irwin and H. W. Dubinsky, while they were in Durwood's employ from 1946 to 1949. The judgment upheld a previous ruling that Durwood was the intended victim of a "conspiracy to defraud." Under a contract, the two brothers were prohibited from engaging in any other theatre business while in Durwood's employ.

Ontario Notes Rise In Product Imports

TORONTO, May 12 — Chairman O. J. Silverthorne of the Ontario Board of Moving Picture Censors reported that 591 features from 10 countries had been examined for the 575 theatres in this province during the past fiscal year, of which 495 had received approval without change for unrestricted showing.

The board chairman announced that the number of foreign-language features had jumped from 59 to 109 in the two latest 12-month periods, compared with 34 such pictures in 1951-52. The foreign-language product had come chiefly from France, Italy and West Germany.

Of the total releases, 401 features

(*Continued on page* 4)

Text of 20th-Fox Wire on New C'Scope Sales Policy

Widespread exhibitor interest in 20th Century-Fox's new sales policy based on the principle of ability to pay resulted in the release by the company yesterday of the full text of the telegram revealing the policy sent to Ben Marcus, Allied States president, and Abram F. Myers, chairman and general counsel, at the Allied board meeting in Minneapolis this week by Al Lichtman, 20th-Fox director of distribution.

As reported from Minneapolis in MOTION PICTURE DAILY yesterday, under the new policy 20th-Fox will no longer review and adjust contracts on its CinemaScope releases but will negotiate deals on the basis of experience with individual accounts while stipulating safeguards to protest both the company and the account.

The full text of the Lichtman wire

(*Continued on page* 4)

Mayer Says Japan Likes Perspecta

Reaction to the trade and press demonstration of Perspecta stereophonic sound recently held in Tokyo was that it was the "finest sound ever heard in Japan," it was reported by Seymour Mayer, regional director of the Far and Middle East for Loew's International, who has just returned to New York.

The Tokyo demonstration was held

(*Continued on page* 5)

See National Issue

To Push For Lower Terms On Delayed Print Dates

A move to demand lower film rentals and percentage terms on pictures for which there is a scarcity of prints at the time of availability is being quietly organized by exhibitor groups. This action is reported to have been discussed at recent exhibitor association meetings and, although the plan will be pushed initially by individual exhibitors, the campaign may branch out into a national issue.

The print shortage, exhibitors charge, is as acute as the product shortage and if a theatre is ready to play a picture on availability and there is no print with which the exchange can serve it, then the terms should drop to a lower figure based on the later date on which the print is obtainable.

If a picture is worth more on national release, it is argued, then the rentals should be less if the engagement has to be pushed back because of the unavailability of a print.

These points were brought out at closed meetings of exhibitor groups, it was learned, and definite, drastic action was blueprinted to either force distributors to make more prints available or reduce the rental terms on delayed product due to print shortages.

Remand J. J.-Luxor Anti-Trust Action To District Court

The Circuit Court of Appeals here yesterday remanded for re-trial to the U. S. District Court the anti-trust case brought by J. J. Theatres and the Luxor Group against 20th Century-Fox, Skouras Theatres and other major companies. In effect, this is a reversal of a decision rendered in favor of the defendants by Judge Edward Weinfeld in February, 1953.

The plaintiffs had charged that the defendants had favored other neighborhood theatres in product availability over the Luxor Theatre in the Bronx and had asked $3,000,000 treble damages. J. J. and Luxor appealed the decision and the Circuit Court upheld their motion for a new trial. Monroe Stein, counsel for the plaintiffs, said that he had moved for a new trial on the grounds that the original hearing before a jury was based on the sole issue of whether the involved theatres were in substantial competition.

Rites Tomorrow for Unger, Film Veteran

Funeral services will be conducted tomorrow at the Riverside Memorial Chapel, at 2:15 P.M. for Joseph J. Unger, industry executive, who was found dead in his Riverside Drive apartment yesterday. Unger died apparently from a cerebral hemorrhage.



Joseph Unger

With 34 years in the motion picture industry, Unger entered the field as a booker for the General Film Co., in 1920. Up to his death he was a partner in Rogers and Unger Associates, which was formed in 1949.

In 1921 he joined First National

(*Continued on page* 4)

New 4-Band Stereo Is Set

A new low-cost, four-channel stereophonic sound system for theatres of 1,000 seats or less has been developed by Motiograph, Inc., of Chicago, it was disclosed in a letter sent this week by Fred C. Matthews, vice-president of the equipment company. With the use of the new small-theatre system, said Matthews, "there is absolutely nothing more to buy in the way of sound equipment."

Components of the new system, according to Matthews, are two penthouse reproducers; four preamplifiers w/tubes and cabinet; four 20-watt power amplifiers 3/tubes and cabinet; one suppressor amplifier; one equalization and changeover switch; one system selector switch; one horn switching panel; one ganged fader; one power unit; one monitor amplifier; six auditorium speakers; and three Altec Lansing speaker systems plus cables and cordage.

Description and prices governing the new system are now being sent to exhibitor organizations throughout the country.

Personal Mention

FRED C. QUIMBY, in charge of short subject production for M-G-M, returned to the Coast yesterday from New York.

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ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, is in Stockholm from New York on the final leg of his tour of UA European offices.

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MARCEL GENTEL, RKO Radio manager for France, has been reelected president of the Franco-American Syndicate for the fifth consecutive term.

•

JAMES W. BLACKBURN, stage manager of the Palace Theatre, Albany, N. Y., and MRS. BLACKBURN have left there for Ste. Anne de Beaupre, Que.

•

VICTOR M. MORELLI, formerly city manager for Stanley Warner Theatres in Manchester, Conn., is now operating a restaurant in that community.

•

ALBERT T. BELL, legal adviser for Technicolor, Ltd., RICHARD HEARNE and EDDIE FOY, JR., have arrived here from London by B.O.A.C. Monarch.

•

WILLIAM KAPLAN, M-G-M unit production business manager, and PRESTON AMES, research man, left here yesterday for Washington.

•

LEON ROTH, United Artists West Coast publicity representative, will leave here Saturday for Hollywood.

•

RICHARD A. HARPER, home office M-G-M sales executive, has returned to New York from Albany.

•

JESSE CHINICH, of Buena Vista Film Distribution Co., left New York yesterday for New Orleans.

•

ALEXANDER BECK, vice-president and foreign manager of Madison Pictures, is the father of a girl born to MRS. BECK at Beth Israel Hospital here.

•

JACK SANSON, manager of the Stanley Warner Strand Theatre, Hartford, is marking his 47th year in the entertainment field.

•

GEORGE E. LANDERS, E. M. Loew's Theatres division manager in Hartford, has returned there from Boston.

•

PANDRO S. BERMAN, M-G-M producer, will arrive here Tuesday from the Coast.

•

JOE LEAVITT, projectionist at the Colony Theatre, Cleveland, has returned there from Florida.

•

JOHN S. BERNARD has been reelected president of Local 277, IATSE, in Bridgeport.

•

BEN THAU, M-G-M studio executive, will leave New York tomorrow aboard the "Liberte" for France.

Columbia Named in Hayworth Action

Rita Hayworth and the Beckworth Corp. in which she is a partner and owner of 450 shares, yesterday filed suit here against Columbia Pictures, seeking an accounting on the distribution of four pictures produced by Beckworth and released by Columbia and asking that the present distribution contract be declared null and void.

The suit claims that Columbia violated its duties in the handling of the product and that certain liabilities were charged to Beckworth. It is charged that the plaintiffs had asked for an accounting on the domestic and foreign distribution of "The Loves of Carmen," "Affair in Trinidad," "Salome" and "Miss Sadie Thompson," but that no accounting had been made to Beckworth.

The Beckworth Corp. was formed in 1947 to produce pictures for Columbia release.

'U' Plans Promotion For Summer Line-up

Heavy promotional campaigns for the summer line-up of Universal-International pictures were outlined here yesterday by Charles J. Feldman, vice-president and general sales manager, and Charles Simonelli, Eastern advertising and publicity department manager, at a meeting in the home offices.

Special emphasis, it was pointed out, will be placed on the campaigns for "Magnificent Obsession," "The Black Shield of Falworth," "Francis Joins the Wacs," "Johnny Dark" and the re-release of "The Egg and I." In addition to promotional tie-ups, the media to be used will include national magazines, radio, television and trailers.

'The Lawless Rider' Is Acquired by UA

"The Lawless Rider," Western starring Johnny Carpenter, will be released by United Artists, it was announced yesterday by William J. Heineman, vice-president in charge of distribution.

Carpenter also produced "The Lawless Rider" from his own original and screenplay. Alex Gordon was the executive producer and Yakima Canutt the director.

U.J.A. Meeting Today

The executive committee for the amusement industry United Jewish Appeal campaign will convene today in the Paramount Pictures board room, Adolph Schimel, chairman, announced. Final plans will be made for the industry luncheon in honor of Spyros Skouras to be held at the Hotel Pierre, May 20.

Lipton to Europe

David Lipton, Universal vice-president in charge of advertising-publicity, is scheduled to leave here by plane for Europe Saturday night, where he will spend five weeks visiting the company's European offices.

'Must' Vaudeville Faces Argentina

WASHINGTON, May 12. — The Argentine government was scheduled to put into effect in Buenos Aires a new statute which makes live vaudeville acts compulsory in motion picture theatres, according to Commerce Department film chief Nathan D. Golden. He said the law would gradually be extended later to other parts of the country. The law was passed last September to provide work for some 50,000 stage performers.

Withdraw 'She Wolf' For Eng. Dubbing

Independent distributor Jules Levey announced yesterday that although he had accepted dates for "The She Wolf" from the RKO, Fox West Coast and Stanley Warner circuits, he has decided to withdraw the picture from distribution in order to dub it with English dialogue. The dubbed version will be ready for release in late July or early August.

Levey said that the circuit executives with whom he conferred were unanimous in suggesting that "The She Wolf," not be restricted in its exhibition and should be made available for all theatres. This policy was proved by the success of Levey's "Fabiola," which scored record engagements throughout the country, he said.

"The She Wolf" has been assured extensive bookings by circuit and independent situations after the film has been re-dialogued, Levey said. It has just completed a 10-week run at the World here.

Credit Group Elects New Co-Chairmen

The Motion Picture Industry Credit Group, which is composed of 29 film processors, equippers, suppliers and service and financial organizations in New York and Washington, elected Walter S. Prusiewicz of Pathe Laboratories and Samuel Shapiro of De-Luxe Laboratories as co-chairman during the Group's second year.

Also elected to office were: Joseph A. Tanney, S.O.S. Cinema Supply Co., vice-chairman; J. Fellers, Du-Art Film Labs; Kern Moyse, Peerless Film Processing Co., and Anthony Termini, Termini Editorial Service, committeemen.

To Re-Release 'Hans' Nationally on July 1

Plans have been completed for the general re-release of Samuel Goldwyn's "Hans Christian Andersen" on July 1, James Mulvey, president of Samuel Goldwyn Productions, announced yesterday.

A special summer exploitation campaign for the Danny Kaye Technicolor musical has been prepared, according to Charles Boasberg, general sales manager for RKO Radio, which is handling the distribution. Completely new ads, TV and theatre trailers and publicity material will be employed.

Skouras, Lichtman to Attend D. C. Dinner For C. Glenn Norris

WASHINGTON, May 12.—Spyros Skouras, 20th Century-Fox president, will be among those attending a testimonial dinner to be given here Monday night for C. Glenn Norris, formerly Fox zone manager here, who has been promoted to the position of the company's Eastern sales manager, with headquarters in New York.

The Washington Variety Club is giving the dinner for Norris at the Shoreham Hotel. Al Lichtman, Fox vice-president in charge of distribution, will also attend, as will many other industry leaders.

Laurie to Canadian UA Publicity Post

Archie Laurie, Canadian industry veteran, has been appointed exploitation and publicity representative for United Artists in Canada, it was announced by Francis M. Winikus, national director of advertising, publicity and exploitation.

Laurie, who will work under the supervision of exploitation manager Mori Krushen, will make his headquarters in the company's Toronto exchange.

Laurie has been associated in the past with M-G-M, Republic Pictures, Esquire Films, Odeon Theatres, Eagle Lion Films and the J. Arthur Rank Organization in Canada.

To Withdraw 'Luther' In U.S. After July 31

Louis de Rochemont's production of "Martin Luther" will be withdrawn from distribution in the U. S. on July 31, it was announced by P. Borden Mace, president of Louis de Rochemont Associates.

"Martin Luther," which has played 2,500 situations in its roadshow release, is expected to reach a total of almost 3,500 dates by the termination date, it was stated by Mace. On the basis of billings to date, he added, the picture's U. S. and Canadian gross is expected to reach $3,500,000.

Robinson on Tour For "Gladiator"

To promote 20th Century-Fox's CinemaScope production, "Demetrius and the Gladiators," actor Jay Robinson, who portrays a Roman emperor in the picture, is making a cross country personal appearance tour. Robinson will do scenes from the picture in key cities in all sections of the country.

RKO Reissues Two

"Every Girl Should Be Married" and "The Window" will be re-released Aug. 7 by RKO Radio, it was announced yesterday by Charles Boasberg, RKO general sales manager.

"Every Girl Should Be Married" stars Cary Grant. "The Window," an RKO Pathe production, features Barbara Hale, Bobby Driscoll, Arthur Kennedy and Ruth Roman.

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His name's Friday,
he's the Top!



IN THE LATEST SURVEY OF TV VIEWING THE PROGRAM WITH THE BIGGEST AUDIENCE OF ALL IS

JACK WEBB

IN

"DRAGNET"



AND THIS SUMMER

WARNER BROS.

DRAWS THIS TREMENDOUS AUDIENCE TO MOTION PICTURE THEATRES WITH THE FEATURE-LENGTH 'DRAGNET' IN WARNERCOLOR

Starring and Directed by JACK WEBB, with his famous detective partner BEN ALEXANDER · A MARK VII LTD. PROD. Produced by STANLEY MEYER

Disney Plans Biggest Drive For C'Scope

Walt Disney Productions will launch the biggest advertising campaign in its history beginning in August with a proposed budget of $650,000 to be spent in promoting its first CinemaScope technicolor picture "Twenty Thousand Leagues Under the Sea," a spokesman said here yesterday. This is $150,000 more than the previous high. The campaign will utilize national magazines, newspapers, radio and TV as the principal media and will last until January, 1955.

Plans have been made to follow this campaign with an equally impressive budget for Disney's first CinemaScope feature cartoon "Lady and the Tramp," it was said. Promotion on this picture will continue until its release around Easter.

Both of these presentations are more than $4,000,000 productions.

'Salt' Anti-American Says Labor Council

HOLLYWOOD, May 12.—The AFL Central Labor Council chairman, W. J. Bassett, disclosed that the council has condemned "Salt of the Earth" as non-union, anti-American and produced by persons variously reputed to be Communists or Communist-connected. The picture has been screened semi-privately around Hollywood recently and public exhibition in the Hollywood Boulevard Theatre has been planned.

'Seal Island' Cited

Walt Disney's True Life Adventure "Seal Island," now in non-theatrical release, has been awarded one of "Scholastic Teacher Magazine's" 1953 awards for outstanding merit as a distinguished film for school use. Presentation of the award took place at the Town Hall Club here. Carl Nater, director of the Disney non-theatrical film division, accepted for Disney.

2 Ohio Houses Close

CLEVELAND, May 3.—Local exchanges have been notified that the Liberty Theatre, Lowellville, and the Lincoln, Lisbon, have closed.

20th-Fox Wire to Allied on C'Scope Policy

(Continued from page 1)

sent to Marcus and Myers follows.

"Mr. Skouras referred to me your graeious telegram to him dated May 8, also his reply, and asked me to clarify to you our present sales policy.

"Originally, as an inducement to exhibitors to expend the necessary sums for equipment to enable them to show CinemaScope with stereophonic sound, we did make the statement and pursued the policy of guaranteeing a profit to any exhibitor that installed the system and played our CinemaScope pictures.

Cites 'Robe' Guarantee

"However, since this policy has been altered in the manner now well-known to you, we also had to revise our sales policy to some extent—that is, originally the first picture "The Robe" was sold seventy-thirty with a guarantee of 10% of the gross as profit to each exhibitor. This was self adjusting and worked out very satisfactorily.

"Feeling our way with a new process, we made all subsequent pictures in most instances fifty-fifty with condition we would review results and if the 50% of the gross was not justified same would be adjusted down to the point where exhibitor would have a reasonable profit. Many adjustments have been made on this basis.

"Last Friday I had a meeting with my branch and division managers and instructed them we do not see our way clear to have a uniform system. All film rental terms will have to be based on exhibitor's ability to pay and I would prefer to do away with reviewing every engagement and renegotiating every contract after the engagement, as this entails tremendous amount of accounting and physical work.

"Therefore, I have instructed my men as follows:

"1. To keep our promise to all those who have been sold on old basis of a profit and to readjust such contracts where present terms did not result that way.

"2. All new deals to be made on basis of what our experience with each account justifies with protection afforded both exhibitor and ourselves. The basic principle of our policy is that we must have successful exhibition if we are to have successful production and distribution business. Of course, you gentlemen know there are theatres, even if we paid them to run our pictures, still would not show a profit. Exhibitors or ourselves could not have control over this any more than exhibition could guarantee us a profit on every picture regardless of what we spent.

"I explained to Mr. Marcus in person my basic thinking in this respect and he seemed highly satisfied.

"I also wish refer you to the many years of fine relationship we have enjoyed with thousands of exhibitors throughout the nation and I do not see that it will be any different in future.

"In this business we have to give and take and help one another. Sometimes we are in trouble and we ask for favors and often many exhibitors are in trouble and we must try to help them. Kindest regards."

(Signed) AL LICHTMAN

Futter Reduces Price Of CinemaScope Lens

HOLLYWOOD, May 12.—Walter Futter has announced a reduction in the price of Videoscope anamorphic CinemaScope lens to $895 per pair. Futter said immediate delivery may be had at local supply dealers, and that attachments to change ratios from 2.55-1 to any other practical ratio will be made available shortly.

Tax Plan

(Continued from page 1)

must end on the last day of a month, and firms keeping books on a weekly basis—as many theatre firms do—must make a different computation for tax purposes. The Finance Committee approved a House provision which would permit corporations to figure their tax on the basis of a 52-week year or a 53-week year. For several years, the corporations would pay on the basis of a 52-week year, and then the next year would pick up the extra days from the preceding years and pay the tax for that period on the basis of a 53-week year.

Work on Bill Speeded

The committee said it had put over for the time being its decisions on depreciation, foreign income and other subjects of vital interest to the film industry. The committee is meeting morning and afternoon to speed work on the huge technical bill, but is likely still to be several weeks before finishing.

Imports Rising in Ontario

(Continued from page 1)

were of U. S. origin while 81 were made in the United Kingdom. Alterations or special adult classifications were required in 48 feature-length pictures from the States, 16 from Britain and 32 from Continental Europe.

Only eight pictures had been placed in the new classification of "Restricted Attendance," two each from the U. S., Britain, Italy and France. The policy of his department would be to limit such subjects for adults only to "a small number annually," Silverthorne declared.

Regarding the tendency to overemphasize sex, Silverthorne announced that a satisfactory agreement had been reached with distributors and exhibitors for the examination of advertising material. Out of 31,592 pieces of advertising, 229 were rejected and 34 approved after treatment by the distributor.

Licenses had been issued to 575 theatres, for a net increase of 11. During the year, seven theatres had ceased operation and six were voluntarily closed temporarily. Licenses were issued to 1,084 projectionists, the total being slightly more than in the previous year.

Only two theatres had been prosecuted and 10 projectionists were suspended for stated periods. One theatre owner faced prosecution for obstructed exits and the other case was for admitting to the theatre unaccompanied juveniles.

Entry Rule Clarified In Asia Film Contest

TOKYO, May 9 (by Air Mail).—Following the barring from the Southeastern Asia Film Festival of the Japanese film "Jigoku-Mon" ("Gate to Hell"), Takejuro Ohtani, originator of the festival, outlined to B. B. Kreisler, former executive of the Motion Picture Association of America, the reasons for the action taken.

"At a recent meeting of the Federation of Producers," said Ohtani, "it was decided that no motion picture could compete in our film festival which has been shown in any other festival. This is in fairness to all film producing countries and producers in the Southeastern Asia Alliance."

"Gate to Hell" had previously been entered in the Cannes Film Festival in France and had won the Grand Prix on that occasion.

The Southeastern Asia Film Festival will have feature films entered from six Southeastern Asiatic countries. Japan and the Philippines will have five each, while Hong Kong, Singapore, Thailand and Formosa will have one each.

Boston Local Elects Caplan President

BOSTON, May 12.—Joseph Caplan was unanimously elected president at the annual election of officers of Local 182, IATSE, projectionists union.

Other officials elected were Frank Sullivan, vice-president; Benjamin Bearman, financial secretary; James Gibbons, recording secretary; Jack Rosenberg, treasurer, and Ralph Frazier, business representative.

Lehman Adds Holdings

WASHINGTON, May 12.—Robert Lehman has purchased 10,000 shares of 20th Century-Fox common stock, increasing his holdings to 30,000 shares, according to a report filed with the Securities and Exchange Commission.

Perspecta

(Continued from page 1)

in the Tokyo Gekijo Theatre in Tokyo. The audience of 1,500 was made up of representatives of all Japanese producing companies, all circuits equipment manufacturers, trade press and magazines.

The day following the demonstration "Knights of the Round Table," in CinemaScope with Perspecta sound track, opened in the Tokyo Gekijo Theatre and in Shoskiku Za Theatre in Osaka. The first three days set a new record in attendance for both theatres, Mayer said.

Immediately following the demonstration the Japan Victor Company signed a licensing agreement with Perspecta Sound, Inc., to manufacture Perspecta stereophonic sound integrator units.

J. J. Unger

(Continued from page 1)

Pictures as branch manager, then transferred to Paramount three years later in a similar capacity. Unger was named district manager in 1928, Eastern division sales manager in 1932, and Eastern and Canadian sales manager in 1939. He later became Western sales manager for United Artists before becoming general sales manager in 1946. He resigned in 1948 to form his association with Rogers.

The industry veteran is survived by three brothers and three sisters.

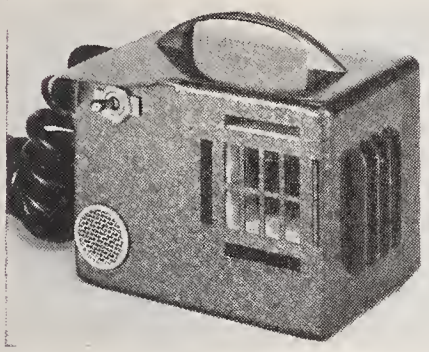
'Guitar' Sets Rep. Record for L.A. Area

HOLLYWOOD, May 12.—A gross of $115,000 was reported for the opening five days of Republic's "Johnny Guitar" in Los Angeles. The studio reported that this was the best financial showing that any Republic picture has ever made in its initial screening in this area. Fourteen theatres and drive-ins featured "Johnny Guitar" during the period.

In the THEATRE Equipment *& Refreshment* World . . . *. . with RAY GALLO*

THE Bodde Screen Co., Los Angeles, has announced that it can now supply its custom-made seamless screens on a quantity production basis. Up to this time the company has filled only special orders for this screen from film studios, preview theatres and experimental installations. Called the "Bodde Seamless Screen," it is constructed of plastic with an aluminum surface and cast in one piece up to 35 by 90 feet. It is flame-resistant and washable and is obtainable in three reflecting factors for narrow, medium and wide theatres. The Bodde Co. also manufactures a translucent rear-projection screen for motion picture and television use.

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The purchase of all patents, machinery and equipment formerly held by Sam Shure of the National Inkar Heater Co., Glendale, Calif., manufacturers of an in-car heater for drive-in theatres (pictured above) has been announced by the Thermolator Corporation, also of Glendale. Having previously been active in the heater manufacturing business, the new distributors of the in-car heater plan to incorporate a number of improvements into its construction. The corporation is headed by Robert W. Jencks, president; E. L. Parr, chief of engineering, and C. C. Chatham, director of sales.

•

Equipping of the Motor-Vu drive-in theatre of Billings, Mont., for CinemaScope is announced by the B. F. Shearer Company of Seattle. The new projectors, sound, arc lamps, generators and in-car speaker equipment installed are Motiograph.

•

For cleaning up drive-in grounds the Canvas and Metal Specialties, Inc., Groveville, N. J., has marketed an all-purpose utility cart equipped with a heavy canvas bag. When the bag is removed, the frame becomes a handy truck, adaptable for moving incinerators and waste receptacles from place to place in open areas. In addition an ash or garbage can, fertilizer, peat moss or cartons up to 200 pounds resting on the built-in platform can be transported, even up steps.

Review

"The Yellow Tomahawk"

(Schenck-Koch-UA)

A FAIR yarn about Indians vs. the U. S. Cavalry in color by Color Corp. of America, "The Yellow Tomahawk" stars Rory Calhoun and Peggie Castle. A bloody Indian raid against an Army outpost and a suggestive love scene in which Calhoun and Miss Castle take part, possibly could eliminate the period Western for juvenile viewing. Those adult audiences, however, desiring gory action on the sensational side should support "The Yellow Tomahawk." Also featured are Noah Beery, Warner Anderson, Peter Graves and Lee Van Cleef.

Calhoun, a Wyoming Indian scout vainly attempts to dissuade Anderson from his campaign to wipe out the Cheyennes, but the Army Major refuses. In the ensuing battle, the Indians take the soldiers by surprise and massacre them and their families. The survivors, Calhoun, Miss Castle, Anderson, Beery and his Indian girl friend, Rita Moreno, begin a trek through Indian country to a nearby fort. Calhoun's desire is to bring Anderson before a military court of justice and expose his past injustices to the Indians.

Along the line of march, the pursuing Cheyennes kill Graves, but Calhoun and his group wipe out the band. The struggle is climaxed with a personal duel between Calhoun and Van Cleef, the chief. During the trip, too, Calhoun and Miss Castle fall in love.

Howard W. Koch produced and Lesley Selander directed "The Yellow Tomahawk" from a screenplay by Richard Alan Simmons. The screenplay was based on a story by Harold Jack Bloom.

Running time, 82 minutes. Adult classification. For release, in May.

FRANCIS BACKILMAN

To Set Trial Date in Belmont-FWC Suit

HOLLYWOOD, May 12.—Federal Judge Harry C. Westover has added the Belmont Theatre-Fox West Coast Theatres damage-and-conspiracy suit to the score on which he will set trial dates in September, announcing he will try the case on two separate phases. Brought by Moises and Raquel Maryena, owners of the Belmont Theatre, Los Angeles, against FWC, National Theatres, 20th Century-Fox and inter-related companies, the suit asserts FWC closed the theatre in consequence of the consent decree and owed $7,148 in rent which has not been paid since the closing.

The suit also seeks treble damages amounting $880,935, charging conspiracy by the defendants to benefit from their own wrong-doing, in withholding rent. The plaintiffs claim the circuit had a choice among three theatres to close and chose the Belmont.

WB Rushes War Film

HOLLYWOOD, May 12.—"Jump Into Hell," film concerning the defense of Dien Bien Phu and the war in French Indo-China, is being rushed into production with "every possible cooperation" from the French Government, Jack L. Warner, vice-president in charge of production for Warner Brothers, announced. It was indicated that David Butler will direct and David Weisbart will produce the screenplay written by Irving Wallace and that the picture would have top priority on all studio facilities.

M.P. Salesmen Outing

ALBANY, May 12.—The local loge of the Colosseum of Motion Picture Salesmen has scheduled a picnic for members, their families and trade associates at Thatcher Park Saturday. Fred G. Sliter, 20th Century-Fox, who is president of the loge announced that W. Gordon Bugie of Paramount and Herbert Schwartz of Columbia would be co-chairmen.

'Lode' Release June 19

RKO Radio has scheduled "Silver Lode" for release on June 19. The Benedict Bogeaus production stars John Payne, Lizabeth Scott and Dan Duryea.

'Greatest Show' to Be Reissued July 1

Cecil B. DeMille's "The Greatest Show on Earth," will be re-released nationally starting July 1, A. W. Schwalberg, president of Paramount Film Distributing Corp., announced yesterday.

In many of the previous runs, Schwalberg pointed out, large screens were not available. "'The Greatest Show on Earth' is a new and bigger and better picture on a wide and high screen, with which thousands of theatres are now equipped," he said.

Re-release handling of the production, the Paramount distribution head disclosed, will be on an "organized program" basis, including playoff patterns, provision for co-operative advertising and utilization of radio and television promotion. Saturation bookings also are included in the program.

Chicago Box-Office Totals Exceed 1953

CHICAGO, May 12.—Theatre receipts in Chicago still are running ahead of last year, according to figures released here today by the City of Chicago tax collector's office, which reveal that the three per cent tax collections for April, on March receipts, were $88,743 compared with $83,767 for the same month last year.

The total collections on theatre receipts so far this year are $374,726, against $351,445 for the corresponding period in 1953. The raising of net admission prices through the reduction of the Federal admissions taxes, along with "holding the line" on prices by exhibitors, is expected to bring about a further increase in city admission tax collections.

'Mike and Screen' Day

New York City Mayor Robert F. Wagner will proclaim June 4 as Mike and Screen Press Day with Douglas Edwards accepting the proclamation from the mayor on Monday in behalf of the Radio, Newsreel, Television Working Press Association.

Highlight of the day will be a dinner at the Hotel Waldorf Astoria with the net proceeds going to the Damon Runyon Fund and the Will Rogers Memorial Hospital.

Festival

(Continued from page 1)

transportation to the city to be offered to vacationers at a reduced rate.

Representatives of Cinerama have made overtures to the committee and will probably be included in the "package plan."

Among those initially appointed to the steering committee were G. S. Eyssell, president of Rockefeller Center, Inc.; Julius Ochs Adler, general manager of the N. Y. Times, and F. M. Flynn, president and general manager of the "Daily News."

The Volunteer Citizens Committee consists at present of more than 100 members, including Joseph Vogel of Loews, Robert Dowling of City Investing, Abel Green, of "Variety," and Mayor Robert F. Wagner, but since this group is still in the organizing stage its membership will perceptibly increase.

Corporate publicity advisor Paul Hollister announced that the "Festival will open June 21 with the official advent of summer" and would remain in effect until Labor Day.

Legion Looks at 16; Calls 4 'B'; 12 'A'

"Gorilla at Large," "Laughing Anne," "River of No Return" and "Flame and the Flesh" have been placed in Class B in the latest listing of the National Legion of Decency, which at the same time categorized 12 films as Class A.

In Class A, Section 2, are "Drums Across the River," "The Forty-Niners," "Southwest Passage," "Witness to Murder" and "Star of India." The remaining seven films all in Class A, Section 1, are "The Caine Munity," "The Cowboy," "Paris Playboys," "The Rocket Man," "The Spell of Ireland," "Untamed Heiress" and "Johnny Dark."

Four New Films Start; 29 in Work

HOLLYWOOD, May 12. — Four pictures were placed before cameras, and three others taken to editing departments, leaving the over-all shooting level at 29 features as of the weekend.

New undertakings are "Woman's World," CinemaScope, Technicolor (20th-Fox); "Glass Slipper," Eastman color (MGM); "Destry," Technicolor (U-I); "Return of Columbus," Paal-Real Productions (Ind.).

Finished: "Cannibal Attack" (Columbia); "This Is My Love," Dowling, Eastman color (Ind.), "Suddenly," Bassler (Ind.).

Starting Dates for 4 VistaVision Features

HOLLYWOOD, May 12.—Starting dates for four VistaVision productions by Paramount Pictures were set today. "Run for Cover" starts May 24; "Ruby Virgin" June 1; "Blue Horizon" July 6; "Court Jester" August 1.

TELL YOUR PATRONS ABOUT IT WITH A
ALWAYS GOOD! ALWAYS ON TIME!
FILMACK TRAILER
1327 S. Wabash - Chicago, Ill. 630 Ninth Ave. - New York, N. Y.

PLENTY OF EARLY SUMME
EXCITEMENT FROM PARAMOUNT!

No June slump at the boxoffice with hits like "Elephant Walk" (Tech.
"Casanova's Big Night" (Tech.), "The Naked Jungle" (Tech.)—and now
our special June release. Paramount cameras scaled the forbidding Andes to shoot a
shocker script such as the screen seldom dares show. Sell its raw emotions like this

"I could marry 'Doc'...
who doesn't care
what I've been!
But when I'm in
Harry's arms...
I know
I'll never
leave him...
never...
never..."

FILMED IN THE ACTUAL
LOCALE OF PERU'S ANCIENT
SECRET CITY OF THE SUN GOD...

SECRET OF THE INCAS

COLOR BY TECHNICOLOR

starring

CHARLTON HESTON · ROBERT YOUNG
NICOLE MAUREY · THOMAS MITCHELL

and presenting YMA SUMAC

Produced by Mel Epstein · Directed by Jerry Hopper · Screenplay by Ranald MacDougall and Sydney Boehm · Story by Sydney Boe

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 93 NEW YORK, U.S.A., FRIDAY, MAY 14, 1954 TEN CENTS

ATLAS CORP. ADDED 561,000 RKO SHARES DURING FIRST QUARTER

That Floyd B. Odlum's Atlas Corp. was a large purchaser of RKO Pictures Co. stock in recent months was confirmed yesterday by the New York Stock Exchange.

It was disclosed that Atlas Corp. owned 637,000 shares of RKO Pictures as of March 31 last, compared with 76,000 shares owned as of Dec. 31, 1953. During the three months period the stock ranged in price from 3½ to 5 per share, indicating Atlas invested more than $2,000,000 in the RKO stock.

Since March 31 heavy trading in RKO Pictures stock continued, with Atlas identified as one of the leading purchasers. Accordingly, its present holdings are believed to represent an investment of close to $5,000,000. The stock has sold at 6 and 6⅛ during the latter period, to date.

Various theories, none official, have been advanced by way of explanation of Atlas' interest in acquiring control of the inactive parent RKO company from which Howard Hughes recently purchased the entire assets and became sole owner of RKO Radio Pictures,

(*Continued on page 9*)

Para.'s 1st Quarter Net in Slight Rise; $1,404,000 Reported

Paramount Pictures Corp. estimates the earnings of the corporation and its domestic and Canadian subsidiaries for the first quarter ended April 3 at $1,404,000 after provision for income taxes. This compares with earnings for the quarter ended April 4, 1953, reported by the company at $1,374,000.

The consolidated earnings for the first quarter of 1954 represent 63 cents per share on the 2,217,044 shares outstanding and in the hands of the public on April 3, which compares with 59 cents per share for the quarter ended April 4, 1953 on 2,339,471 shares then outstanding.

RKO's Houser West; Grimm Liaison Here

Mervin Houser, Eastern director of advertising, publicity and exploitation for RKO Radio for the past year and a half, will leave over the weekend for Hollywood to assume his new position as executive assistant to Perry Lieber, national director of advertising, publicity and exploitation for RKO studios.

Under the new setup, headquarters for the three departments will be at the studio in Hollywood under Perry Lieber's direction.

In the New York office Ben Grimm, veteran RKO employee, will act as liaison between the East and West as well as advertising manager; Dave Cantor will head exploitation and Al Stern the publicity department.

Army, Industry Leaders Talk Documentary Film

WASHINGTON, May 13.—Possibility of popular release of a 90-minute, color army documentary film was discussed by industry leaders and army officials at a meeting which was held in the Pentagon today.

Some 40 industry leaders attended the meeting. Spokesmen said the army didn't ask the industry for any immediate commitment, and no commitments were volunteered by the film leaders. The film, entitled "This Is Your Army," is a full-length feature, the longest film ever made by the army. It is now being used by the army for troop orientation purposes.

Army spokesmen said that at a luncheon session, army officials asked the industry men for suggestions as to the best way to bring the film to widespread public attention. The film industry officials were enthusiastic about

(*Continued on page 9*)

Unger Rites Set For 12:15 Today

Funeral rites for J. J. Unger, industry executive, who died in his sleep Tuesday night, will be held at 12:15 here today at the Riverside Memorial Chapel. A typographical error in yesterday's "Motion Picture Daily" had listed the funeral services for Unger as being scheduled for 2:15.

Denver Trust Suit

Claims Para. Case Decrees Apply to Private Actions

WASHINGTON, May 13.—The question of whether the consent decrees in the U. S. vs. Paramount case are applicable in private anti-trust suits again came up today when Cinema Amusements, Inc., owner of the Broadway Theatre, Denver, told the U. S. Supreme Court that the lower courts were right in upholding its anti-trust action against major distributors.

Loew's, 20th Century-Fox and RKO have appealed to the high court a decision of the Tenth Circuit Court of Appeals upholding a $300,000 damage award against them and in favor of Cinema Amusements.

Cinema charged a conspiracy to deprive it of first-run films. In appealing the case, Loew's and Fox centered their argument on a contention that the consent decree in the Paramount case should not be admissible as evidence against the distributors in private anti-trust suits, such as this one.

They claimed the Paramount decrees involved a general conspiracy, had nothing to do with a specific conspiracy in Denver and should not have been admitted as evidence in this case.

Cinema's reply brief, filed by former government anti-trust chief Thurman Arnold, said the Paramount decree was admitted in the Denver case only after the plaintiff "had first established by a mass of competent and credible additional evidence that the petitioners (Loew's, Fox and

(*Continued on page 9*)

'Back-Tracking' on 2-D Print Charge Denied By 20th-Fox

"Twentieth Century-Fox is not 'back-tracking' on any promises made at its exhibitor forum last week," Al Lichtman, director of distribution for the company, said yesterday in answer to complaints at the North Central Allied meeting in Minneapolis earlier this week concerning 2-D versions of CinemaScope productions.

Lichtman's statement follows:

"At the exhibitor meeting last Thursday, we informed the trade that we could provide our CinemaScope product in four different versions: 1) with four-track high-fidelity magnetic directional stereophonic sound; 2) with single-track high-fidelity magnetic sound; 3) with single-track optical sound; and proper screens and anamorphic lenses or 4) in two-dimensional versions with single track optical sound, if this was the will of the majority of exhibitors.

"Very early in the meeting, it was

(*Continued on page 9*)

Herman Kass Heads 'U' Exploitation

The promotion of Herman Kass, who has been supervising and coordinating the activities of the field exploitation representatives of Universal Pictures here since March, 1953, to the newly-created post of Eastern exploitation manager, was announced yesterday by David A. Lipton, vice-president, at the conclusion of the company's four-day series of promotion meetings in New York.



Herman Kass

Kass became affiliated with Universal's advertising and publicity department in New York in 1944. He

(*Continued on page 9*)

RKO Theatres Calls For Stock Tenders

Directors of RKO Theatres Corp. have authorized an offer to stockholders to tender their holdings for purchase by the company at prices up to $6.50 per share, up to a maximum expenditure by the company of $5,000,000. Details of the offer were not complete as of yesterday but it is expected it will be in effect for a period of only two to three weeks.

Company officials said the object of the offer is to reduce the approximately 3,775,000 shares outstanding with cash on hand for the purpose. An estimated 850,000 shares may be retired under the offer. The stock has been traded recently at $5.50 to $6 per share.

Personal Mention

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., will return to New York today from Washington.

•

HARRY SHAW, division manager for Loew-Poli Theatres, has left here for San Francisco to take over the duties of BOYD SPARROW, manager of Loew's Warfield there, while the latter is on vacation.

•

DR. GEORGE KIMBALL, research director of 20th Century-Fox, and SIDNEY BERNSTEIN, chairman of the board of Granada Theatres of Great Britain, will arrive here from London today by B.O.A.C. Monarch.

•

MAX E. YOUNGSTEIN, United Artists vice-president, will sail from here tomorrow for Italy aboard the "Andrea Doria" for eight weeks in Europe.

•

ADELE WHITELY FLETCHER, women's editor of "The American Weekly," has arrived in Hollywood from New York.

•

JACK GOETZ, of Republic-International, and MRS. GOETZ, have left New York for the Coast.

•

WILLIAM BOYD will make his first personal appearance tour of the British Isles this summer.

•

MARGARET ETTINGER, publicist, will arrive in New York by plane tomorrow from the Coast.

•

GEORGE SIDNEY, director, is in Florida from Hollywood.

•

ALLYN MCLERIE has arrived here from Hollywood.

'Victory at Sea' to Trans-Lux 60th St.

"Victory At Sea," the film dramatization of war and its human sidelights, will have its world premiere at the Trans-Lux 60th Street Theatre, here, it was announced by George J. Schaefer & Son, distributors of the picture. The date of the opening will be set soon.

Produced by Henry Salomon, who also collatorated on the script with Richard Hanser, "Victory At Sea" has an original musical score composed by Richard Rodgers. It is a production of the NBC Film Division.

Harry Reiner Dies in Miami, Was Publicist

MIAMI, May 13.—Harry Reiner, veteran industry publicist, died suddenly here today. He was in Miami from New York working on the local campaign for Columbia's "The Miami Story" when stricken.

Funeral services will be held on Monday at Riverside Memorial Chapel in New York. He is survived by his wife.

Buffalo Defeats Move Urging Regents OK Of 'French Line'

BUFFALO, May 13.—After a debate, the Common Council today defeated a resolution calling on the Board of Regents to review its licensing of "The French Line." Voting was deadlocked at 7-7 with council president Elmer F. Lux tendering merely a "present" vote because of his association with the motion picture business.

Prior to roll call the council was advised by corporation counsel William B. Lasless Jr. that the state board had exclusive jurisdiction in the matter and that no city ordinance could effectively prevent the showing of the film.

'Vanishing Prairie' To Bow at Fine Arts

Walt Disney's "The Vanishing Prairie" will have its world premiere at the Fine Arts Theatre here in mid-July. Richard Davis, owner and operator of the house, outbid other contenders without having seen the picture or read a synopsis, Leo Samuels, sales head of Buena Vista Film Distributing, said here yesterday.

Davis, it was said, bid on the picture on the basis of the business grossed by the Sutton Theatre with "The Living Desert," the previous Disney True-Life Adventure release. "Prairie" will be released as part of a package which includes "Willie, the Operatic Whale," an animated 15-minute subject.

Dallas VistaVision Demonstration Today

DALLAS, May 13.—Southwestern area exhibitors and representatives from press, radio and television will view the special, invitational demonstration of Paramount's VistaVision process at Dallas' Majestic Theatre, tomorrow morning, Paramount announced.

Y. Frank Freeman, vice-president in charge of Paramount Studios, and Dr. Charles R. Daily, studio technical expert, will explain the process in conjunction with the presentation of special films.

Start 'Years' Runs

RKO Radio, distributor of "The Best Years of Our Lives," yesterday announced the film will begin simultaneous engagements in 81 houses throughout the New York Metropolitan area on Monday.

Matty Fox to Marry Miss America of '51

The engagement of Yolande Betbeze—Miss America of 1951—to Matthew Fox, industry executive, was announced here yesterday. The wedding will take place in July at the home of N. J. Blumberg in Los Angeles.

Miss Betbeze, a graduate of the University of Alabama, is in New York at the present time on a musical scholarship.

Duane Heads Detroit Paramount Branch

Thomas F. Duane, branch manager for Republic Pictures in Pittsburgh, has been named manager of the Paramount Pictures Detroit branch, succeeding Mike Simon, resigned. Duane, whose appointment was disclosed yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp., will take over his new duties on Monday.

Duane is a former employe of Paramount, having served in booking and selling from 1924 to 1946, with time out for service in World War II, where he held the rank of major. More recently he was a division manager for Selznick Releasing Organization.

Metropolitan Circuit Reports $1,748 Loss

Metropolitan Playhouses, Inc., reported a gross income of $3,224,063 for the year ended Jan. 31, but reports a net loss of $1,748.

Expenses and other deductions listed in the Metropolitan annual report listed $2,480,092 of the total $3,225,811 as rent. Among the income reported was $43,691, the profit on sale of theatre property.

A net income of $177,324 was reported in the annual report of United Artists Theatre Circuit, Inc., for the year ended Aug. 31, 1953. Included in the report was notice that $238,597 was the proportion of undistributed net profits less net losses, of companies less than 100 per cent owned.

'Ana-Ta-Han' to Plaza

Josef von Sternberg's "Ana-Ta-Han" will open at the Plaza Theatre here on Monday. A story of six Japanese sailors and a woman marooned on a small Pacific island for seven years, it is being released in the United States by the newly-formed Arias Quality Pictures.

Board of Directors Named on Coast by Disneyland, Inc.

HOLLYWOOD, May 13. — Members of the board of directors and officers of the newly-formed Disneyland, Inc., were elected today in a special meeting at the Walt Disney Studios.

Named to the board were Walt Disney, C. V. Wood, Jr., Sidney Markley, Earl J. Hudson, Robert S. Callender, Paul L. Pease and Loyd Wright.

Walt Disney was elected president and chairman of the board of directors. Earl Hudson, vice-president of the American Broadcasting Company, was elected vice-chairman of the board.

Other Officers Named

Other officers of the $9,000,000 project elected were Markeley and Wood, Jr., vice-presidents, George D. Klimmer, secretary, and O. V. Melton, who will serve as assistant secretary and assistant treasurer. Richard Goldwater is temporarily acting as secretary-treasurer.

Pease, Hudson and Callender were appointed by the board of directors to serve as the executive committee.

Montana Theatres Affiliate With TOA

GREAT FALLS, Mont., May 13.—The Montana Theatres Association voted unanimously at its two-day convention here to become affiliated with the Theatre Owners of America, it was announced today by Carl E. Anderson, association president.

The affiliation of the Montana theatremen gives TOA a total of 28 state and regional units.

TOA president Walter Reade, Jr., hailed the Montana Theatres entry in his organization as "indicative of the realization and appreciation of exhibitors everywhere for unity and co-operation on the national level as well as the local level."

Representing TOA at the Montana convention were Robert R. Livingston of Lincoln, Nebr., secretary, and J. J. Rosenfield of Spokane, Wash., member of the executive committee.

UN's Hammarskjold Is Guest of AMPP

HOLLYWOOD, May 13.—United Nations Secretary-General Dag Hammarskjold was dinner guest tonight of the Association of Motion Picture Producers at the Beverly Hills Hotel, with AMPP vice-president B. B. Kahane presiding.

In Memoriam

MAURICE D. "RED" KANN

April 3, 1899 May 15, 1952

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"EXECUTIVE SUITE"
starring
WILLIAM HOLDEN • JUNE ALLYSON • BARBARA STANWYCK
FREDRIC MARCH • WALTER PIDGEON • SHELLEY WINTERS
PAUL DOUGLAS • LOUIS CALHERN
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

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Universal-International is the company that makes ALL types of Pictures for ALL types of Theatres...for ALL types of Screens...ALL through the Year!

And for all those big months of June, July, August and September... here's the top quality line-up of...

"Pictures with that Universal Appeal"





JUNE



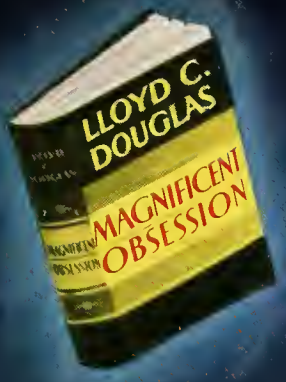
JULY



AUG.



for AUGUST..



From the great Love Story by the author of "The Robe" comes one of the most unforgettable motion pictures of all time!

Universal-International presents

JANE WYMAN
ROCK HUDSON
BARBARA RUSH

LLOYD C. DOUGLAS'

Magnificent Obsession

COLOR BY TECHNICOLOR

with AGNES MOOREHEAD • OTTO KRUGER • GREGG PALMER

Directed by Douglas Sirk • Screenplay by Robert Blees • Produced by Ross Hunter


JUNE
AUDIE MURPHY · LISA GAYE
LYLE BETTGER · WALTER BRENNAN
DRUMS ACROSS THE RIVER
Color by Technicolor


JULY
JOHNNY DARK
color by Technicolor
STARRING TONY CURTIS · PIPER LAURIE · DON TAYLOR
with PAUL KELLY · ILKA CHASE · SIDNEY BLACKMER


JULY
TANGANYIKA
COLOR BY Technicolor
STARRING VAN HEFLIN · RUTH ROMAN · HOWARD DUFF with JEFF MORROW


JULY
CLAUDETTE COLBERT · FRED MacMURRAY
The EGG and I
CO-STARRING
Marjorie MAIN as "Ma Kettle" · Percy KILBRIDE as "Pa Kettle"
with RICHARD LONG · LOUISE ALLBRITTON


JUNE
JOEL McCREA
MARI BLANCHARD
BLACK HORSE CANYON
color by Technicolor
with MURVYN VYE and introducing RACE GENTRY


SEPT.
DAWN AT SOCORRO
STARRING RORY CALHOUN
PIPER LAURIE
DAVID BRIAN
KATHLEEN HUGHES
ALEX NICOL
color by Technicolor
with EDGAR BUCHANAN · MARA CORDAY · SKIP HOMEIER


AUG.
DONALD O'CONNOR · JULIA ADAMS
CHILL WILLS · MAMIE Van DOREN
with LYNN BARI · ZASU PITTS and "Francis" The Talking Mule
Francis Joins the WACS
Francis

ALL THE VAST PAGEANTRY THE TOWERING EXCITEMENT
THE THUNDERING THRILLS OF KNIGHTHOOD'S EPIC AGE!

SWEEP THE GIANT SCREEN OF **CINEMASCOPE**

THE Black Shield OF FALWORTH

The story of Myles of Falworth, England's Outlaw Knight, storms from the pages of Howard Pyle's great novel!

COLOR BY *Technicolor*





FOR SEPTEMBER RELEASE

HOWARD · PYLE · MEN of IRON

STARRING TONY CURTIS JANET LEIGH

DAVID FARRAR • BARBARA RUSH • HERBERT MARSHALL

with Torin Thatcher • Daniel O'Herlihy • Rhys Williams • Craig Hill

Directed by RUDOLPH MATÉ · Screenplay by OSCAR BRODNEY · Produced by ROBERT ARTHUR and MELVILLE TUCKER · A UNIVERSAL-INTERNATIONAL PICTURE

Army Film

(Continued from page 1)

the film, according to the army spokesmen, but said there were problems involved in popular release. They reportedly promised to study the problems further and "the army expects to be notified shortly of their decisions," the army said.

Prior to the luncheon, Army Chief of Staff General Matthew Ridgway and other Army officials briefed the industry leaders on the current world situation.

Major Companies Represented

Among those attending the session were 20th Century-Fox President Spyros Skouras; Edmund Reek, Fox Movietone News producer and producer of "This Is Your Army"; Joseph Vogel, Loew's; Abe Montague, Columbia; William Gehring, Fox; Harry Mandel, RKO; Al Schwalberg, Paramount; Richard Altschuler, Republic; Ben Kalmenson and Norman Moray, Warners; Morey Goldstein, Allied Artists; Mitchell Wolfson, WOMETCO; Abram F. Myers, Allied States Association; Elmer T. Rhoden, Fox Midwest Theatres; Harry Arthur, St. Louis; Frank Ricketson, Fox Intermountain; Kenneth W. Clark, Motion Picture Association, and Washington representatives for studios and newsreel companies.

Plan 120-ft. Screen For Conn. Drive-in

HARTFORD, May 10. — A new $125,000 drive-in theatre, with capacity for 815 cars, now being built at Meriden, Conn., will have a screen measuring 120 feet wide, believed to be largest of its type in the country.

Nick Kounaris and Paul Tolis, partners in the Kounaris and Tolis Theatres in Connecticut, are building the outdoor project, in the rear of their first-run Meriden Theatre, Meriden, Conn. A July completion date is planned.

Star Problem Delays Completion of Pilot Film for Television

Completion of the industry pilot film for television which American Broadcasting Co. is preparing in Hollywood is being delayed by the reluctance of some member companies to allow participation of certain stars, it was reported yesterday.

ABC is trying to secure film clips and to have stars act in self-selected roles in order to finish the pilot film which was started over a year ago. CinemaScope films pose a problem for sequences to be used in the ABC production, it was said. However, 20th Century-Fox has worked out a method to convert CinemaScope films for television use, it was reported.

Helen Hayes Heads Keller Film Group

Helen Hayes has accepted the chairmanship of the special premiere committee which will launch the world premiere of "The Unconquered," the Helen Keller film, at the Guild Theatre on a date to be set soon.

"The Unconquered," which dramatizes the story of Helen Keller, is being presented by Nancy Hamilton. It has narrated sequences by Katharine Cornell. The entire proceeds from the premiere will be turned over to the American Foundation for the Blind and the American Foundation for the Overseas Blind.

Set 'Wait' Dates

"The Long Wait," starring Anthony Quinn, Charles Coburn, Gene Evans and Peggie Castle in Victor Saville's film presentation of the Mickey Spillane story, will open at the Allen Theatre in Cleveland on May 22 and the Palms Theatre in Detroit on May 28, following the world premiere of the Parklane Picture at the Woods Theatre in Chicago on May 18.

Paramount Case Decrees

(Continued from page 1)

RKO) pursued in Denver the identical practices which had been found in the Paramount case to be the result of collusion existing among the petitioners and the other major distributors."

Arnold said the evidence introduced by Cinema Amusements was sufficient to sustain a verdict against the distributors even without reference to the Paramount decree. He declared the jury believed this evidence, the trial court believed it sufficient and the Appeals Court agreed.

The brief filed today warned the court to differentiate the Denver case from the recently decided Crest case in Baltimore, where the Justices sided with the distributors and ruled that the relevancy of the Paramount case was slight. The Broadway was a first-caliber downtown house, whereas the Crest was six miles from the downtown area, Arnold said. Moreover, he pointed out, the Crest case involved a period long after the decision in the Paramount case, whereas the Denver case covered at least a year and a half of the period when the Paramount case was still pending.

"In this case," Arnold declared, "respondent's additional evidence so abundantly proved pursuit of the identical practices in the local competitive area of Denver, during a period coinciding with the nation-wide conspiracy, that it would have been reversible error to exclude the Paramount decree."

Talents Behind Films Many and Varied, Says COMPO Ad

The 12th COMPO advertisement which appears tomorrow in Editor & Publisher describes the talent pool behind the local theatres and is captioned "Back of the Bijou."

The ad states that a typical motion picture, from production start to exhibition, requires the arts and crafts of some 300 specialists. It continues to explain how the studios, film laboratories and allied concerns serve the local picture house which is the "nerve center of this vast and continuing accomplishment that is called 'production'."

'Space Ship' Visits To Aid 'Rocket Man'

A huge "space ship," 50 feet in length and weighing five tons, will visit more than 100 cities of Ohio, Indiana, Kentucky and West Virginia during the period from May 15 to June 13 as part of 20th Century-Fox's promotional campaign launching "The Rocket Man." The ship will take aboard visitors, both children and adults, to familiarize them with the general theme and atmosphere of the picture.

Indiana communities will be visited from May 15 to June 1, after which the ship will cover Kentucky, West Virginia and Ohio, in that order.

New Prismatic-Type Lens Soon Available

Adjustable anamorphic lenses of the prismatic type, which have been developed by the Projection Optics Co., Rochester, N. Y., will be available here shortly through the Raytone Screen Corp., Brooklyn. The lenses are said to be adjustable to various rates of expansion, in aspect ratios up to three-to-one, and down to one-to-one for projection of standard prints.

Set Disney Short

The second in a series of six Walt Disney Marquee Musicals, "Johnny Fedora and Alice Blue Bonnet," featuring the Andrews Sisters, will go into release on May 21, Sid Kramer, short subjects sales manager for RKO, announced.

Atlas-RKO

(Continued from page 1)

the operating company. Hughes had said his intention was to liquidate the parent company after its outstanding stock had been retired. Hughes owns about 1,200,000 shares of the stock, not subject to redemption at the $6 per share tender offer to other stockholders.

Odlum conferred with Hughes in California recently. Market activity of the stock subsided after the close of the conferences.

Herman Kass

(Continued from page 1)

joins Universal's Eastern promotion cabinet headed by Charles Simonelli, Eastern advertising and publicity department manager, which includes Philip Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager and Henry A. Linet, sales promotion manager.

Meetings Extended

The Universal meetings of the field exploitation representatives and the home office advertising, publicity and promotional representatives which were originally scheduled to end Wednesday night, were extended through yesterday with the field exploitation representatives scheduled to return to their posts today.

20th Denies 'Back-Tracking'

(Continued from page 1)

the expression of the gathering that there was most to gain through retaining the CinemaScope process varied only by the different sound systems accompanying it.

"Following complete expression and discussion from the floor we decided to make CinemaScope productions available with the three sound systems, so that a great many more theatres may share in the wonders of this new process.

"During the course of the meeting, however, it was stressed that there are theatres, a great many of them drive-ins, which can not install CinemaScope profitably, and would find it a great hardship to convert to the new medium.

2-D Prints Ready This Year

"We pointed out that it is possible to make 2-D prints of CinemaScope pictures. These prints will not be available starting July 1, which is the date we previously announced for the first CinemaScope prints in the optional sound systems, but will be ready at a later date during the present year.

"It is our feeling that the vast majority of exhibitors are anxious to see CinemaScope continue in its most successful form, that is, with full stereophonic sound. They have provided us with much encouragement along these lines, and their response to our meeting has resulted in hundreds of orders for CinemaScope installation, the majority of them with magnetic sound.

'Feel an Obligation'

"We do feel an obligation to every exhibitor and where there is a major difficulty in converting to CinemaScope, we are prepared to service our product in 2-D. We must repeat that to show CinemaScope in 2-D would be retrogression and add nothing to the artistic or economic advancement of the industry. But if it is the will of any exhibitor to prefer showing our pictures in 2-D, as soon as these prints can be made, we will make them available. Our laboratories have ordered machinery to optically reduce CinemaScope prints to 2-D, and they are also working night and day in order to make the recordings with the different sound tracks as described."

7 DAYS IN HAWAII $466
(from New York), including round-trip transportation and hotel accommodations
Fly United DC-6 air tourist service all the way, with stopover on the West Coast, if you like. Only United features 2-abreast seating and wide center aisles on all planes.
UNITED AIR LINES
Fare plus tax.
COMPARE THE FARE AND YOU'LL GO BY AIR

Australia's Censors Praise U.S. Product In Report for 1953

WASHINGTON, May 13.—Australian film censors have complimented American film producers on the high quality of their films.

Commerce Department film chief Nathan D. Golden said the 1953 report of the Australian censors points out that only one feature film was rejected last year out of 402 imported from the U. S., Great Britain and other countries. Of the remaining 401, the censors classed 292 as suitable for general exhibition and 109 as suitable only for persons 16 or over. "The report states," Golden added, "that considering that films are produced primarily for adult entertainment, one must pay tribute to producers and directors in the United Kingdom and the United States on their choice of subject, theme, and suitable casts, to enable the Australian censors to apply the General Exhibition classification to such a large percentage of their films over the past five years."

U. S. producers supplied 287 features or about 72 per cent of the total last year, compared with 290 or about 74 per cent in 1952, according to the Commerce Department report.

'Hobson's Choice' Is Acquired by UA

"Hobson's Choice," starring Charles Laughton and John Mills, has been acquired for release by United Artists, president Arthur B. Krim announced.

Produced and directed by David Lean, "Hobson's Choice" is a London Films presentation.

Review

"The Saracen Blade"

(Columbia)

BASED on the best seller by Frank Yerby, this tale of knighthood and adventure set in 13th century Italy and filmed in color by Technicolor, offers enough action and love interest to satisfy most audiences. Ricardo Montalban is starred, with Betta St. John and Carolyn Jones in supporting roles.

Montalban is excellent as the commoner who devotes his life to avenging the death of his father. His adversaries include the members of a noble Italian family, responsible for the enslavement and eventual death of Montalban's father. Miss St. John is a nobleman's daughter who falls in love with the commoner, but is forced into a politically expedient marriage with Rick Jason, a young nobleman. Montalban gains the power he has been seeking after befriending Whitfield Connor, who portrays Frederick II, the Emperor. His first move is to force a marriage with Miss Jones, to confuse the nobles. Later he is knighted by his friend on the battlefield, when he accompanies him on the Crusades.

With the additional power, Montalban sacks Michael Ansara's castle, after the latter has killed Miss Jones in a fit of jealousy. Jason is also slain in the battle, leaving Miss St. John and Montalban to be married. At the conclusion, the Emperor strips him of his lands and titles for waging a private war, and the couple leave for Venice.

Sam Katzman produced and William Castle directed "The Saracen Blade" from the screenplay by DeVallon Scott and George Worthing Yates. Director of photography Henry Freulich rounds out the picture with some exciting medieval battle scenes and generally handsome cinematography.

Running time, 76 minutes. General classification. For release in June.

FRANCIS BACKILMAN

Calif. Circuit Signs RCA Service Pact

CAMDEN, N. J., May 13.—The RCA Service Co. will service the optical and stereophonic sound equipment in the entire United California Theatres circuit, W. L. Jones, RCA vice-president of the technical products service division, announced today.

E. Topham signed the contract for the theatre circuit and H. M. Madison, west coast district manager, represented RCA in the negotiations.

Reade's St. James To Carry Title Bout

Among the theatres to carry the closed circuit theatre telecast of the June 17 heavyweight title fight between Rocky Marciano and Ezzard Charles in the Yankee Stadium will be the St. James Theatre, the Walter Reade theatre in Asbury Park, N. J.

The fight, which has been blacked out for home television, will be piped into the theatre by Theatre Network Television.

Exhibitors of Mexico Expect No Boosting Of Admission Ceiling

MEXICO CITY, May 13.—Exhibitors have apparently abandoned their attempt to raise the ceiling on admission prices following the rejection of their petition by Gilberto Loyo, chief of the Ministry of National Economy. With his rejection Loyo ordered Ministry inspectors throughout Mexico to report violations to local officials and said heavy fines would be levied against violators.

The provincial exhibitors had asked to hike their prices because of the upswing in general costs in the wake of the devaluation of the peso. Most foreign distributors had supported the petition because their revenue had decreased 45 per cent when the peso was dropped from 11.6 cents to 8 cents.

The general attitude of the exhibitors is reflected by this statement made by the head of one of the larger circuits, "Well, this is not the time to raise prices. We must all cooperate with the government in its efforts to straighten out the monetary-economic situation."

To Shoot 'Marty' Here

The Hecht - Lancaster production "Marty" for United Artists will be filmed entirely in New York City on locations to be pinpointed by producer Harold Hecht, author Paddy Chayefsky and director Delbert Mann.

'Victory' Account Set

Albert Margolies & Co. has been named to handle advertising and publicity for the forthcoming theatrical version of "Victory at Sea."

PARAMOUNT TRADE SHOWS

Monday, May 17, 1954

• • •

"SECRET OF THE INCAS"

Starring

CHARLTON HESTON · ROBERT YOUNG

NICOLE MAUREY · THOMAS MITCHELL

and Presenting YMA SUMAC

Color by TECHNICOLOR

Produced by MEL EPSTEIN · Directed by JERRY HOPPER

Screenplay by RANALD MacDOUGALL and SYDNEY BOEHM · Story by Sydney Boehm

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 135 Cain St., N. W	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2 P M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 Sauth Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1737 East 23rd Street	2:30 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2:30 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	10 A.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg.	8 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1802 Wyandatte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Secand Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 Sauth Liberty Street	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Braadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 1502 Davenport Street	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Baulevard af Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 Eost 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Galden Gate Ave	2 P.M.
SEATTLE	B. F. SHEARER COMPANY, (PROJ. ROOM) 2318 Second Ave	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street N.W.	2:30 P.M.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 94 NEW YORK, U. S. A., MONDAY, MAY 17, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

FLOYD B. ODLUM'S statement of last Friday concerning his Atlas Corp.'s interest in the inactive RKO Pictures Corp. ended months' long conjecture and considerable puzzlement in the financial and motion picture worlds over Atlas's objective.

It has been known for long that the trading in RKO Pictures stock which made it the most active issue on the Exchange for several months running was traceable to Atlas Corp. But just why Odlum was willing to put millions into the stock of a company with no assets other than cash and which Howard Hughes had marked for dissolution as soon as the cash had been disbursed for stock tendered provided a solid basis for a huge volume of not so solid speculation.

•

Odlum's idea, according to his Friday explanation, is simply to put RKO Pictures Corp. back to work in a new field instead of permitting it to go out of existence, as Hughes planned. He would put the $23,000,000 cash into operating a going company for profit, instead of using that cash to redeem outstanding RKO stock at $6 per share and thereafter dissolving the company.

To this end Atlas is prepared to pay Hughes more than $7,000,000 for his own RKO stockholdings, in addition to an estimated expenditure of more than $5,000,000 for stock already purchased on the open market. Odlum's statement said that he has discussed the proposals with Hughes without having concluded anything definite as yet. Meanwhile, he suggests that RKO stockholders do not turn in their shares for cash until it has been determined whether RKO Pictures Corporation will engage in a new business life or be dissolved.

In any event, the Odlum statement makes it clear that Atlas has no intention of keeping RKO Pictures in the film business, which dispels rumors to the effect that

(*Continued on page* 2)

Filmakers Guarantee Playdate Plan May Set a New Pattern

Filmakers Releasing Organization's experiment in licensing product before it is made apparently is proving successful and may set a pattern for other independent producers, industry observers said at the weekend. In effect, the FRO plan parallels that of Hal Makelim's tie-up with Allied States Association, inasmuch as both producers seek guaranteed playdates before camera work begins.

Filmakers' trade paper advertisements last week invited exhibitors to make offers for its first picture under the plan, "Private Hell-36," which will start production on June 1, with Ida Lupino, Steve Cochran, Dean Jagger and Howard Duff co-starred. The

(*Continued on page* 4)

Dr. Hammarskjold In Tribute to Films

HOLLYWOOD, May 16.—United Nations Secretary-General Dr. Dag Hammarskjold, speaking here Friday before the World Affairs Council, paid tribute to American films, declaring:

"American motion pictures have had

(*Continued on page* 4)

Name Meeting Delegates

See No 'Pre-Conceived' Notions on Arbitration

Exhibitor organization representatives to the industry arbitration conference here next Monday have been appointed by their respective associations and, according to weekend reports, they have no "pre-conceived notions" about the manner in which the problem should be approached. However, it was understood that the delegates from each association will come to the meeting prepared with recommendations based on the two previous drafts of arbitration proposals which were prepared by both distribution and exhibition groups. The sessions, to be held at the Hotel Astor with Eric Johnston, Motion Picture Association of America president, presiding, are expected to last throughout the day.

Theatre Owners of America will be represented at the meeting by president Walter Reade, general counsel Herman Levy, Mitchell Wolfson of Miami and Si Fabian. Representing the Independent Theatre Owners Association will be Harry Brandt, president; Julius Sanders, Abe Leff and Ray Rhone.

The Metropolitan Motion Picture Theatres Association has named Emanuel Firsch, president, and Leo Brecher and Sol Schwartz as its delegates to the sessions. The Southern California Theatre Owners Association will be represented by Harry Arthur, Jr., and Albert Hanson. The International Drive-in Theatres Association will have Claude Ezell and Robert J. O'Donnell as its spokesmen. The O'Donnell appointment, however, is tentative and the association may send an alternate in the event that O'Donnell cannot attend the meeting.

Universal Overseas Convention June 7

Universal - International president, Milton Rackmil, and vice-president and foreign sales manager Americo Aboaf, will meet with company foreign representatives June 7, in Barcelona, at the 1954 U-I European sales convention. They will meet with supervisors, district and branch managers, distributors and publicity heads representing 22 European and Near Eastern countries.

David A. Lipton, vice-president of Universal Pictures, who will be guest of honor at the convention, left for Europe over the weekend. While abroad, Lipton will make a tour of U-I offices in Great Britain, France, Italy, and Switzerland.

Also present from the home office

(*Continued on page* 4)

Broidy Proposal:

Production Round Table At TOA Coast Meeting

HOLLYWOOD, May 16.—An open invitation to the board of the Theatre Owners of America, when it convenes here June 17-19, to "sit down with us and discuss ways and means of breaking down the barriers that seem to exist between production and exhibition of which president Walter Reade, Jr., recently spoke," came from Steve Broidy, president of Allied Artists Productions.

"The meeting of the TOA board here, can turn out to be a very profitable one for all concerned," said

(*Continued on page* 3)

Metro Will Expand Exhibition in Africa

Metro-Goldwyn-Mayer will expand its exhibition activities in Africa, South of the equator, according to Arthur M. Loew, president of Loew's International Corp.

Loew said: "It is our plan to build three theatres in the Capetown area and others throughout South Africa and Rhodesia. Where the expanded

(*Continued on page* 4)

ATLAS CORP. WOULD REACTIVATE RKO PICTURES, BUY OUT HUGHES

In addition to the estimated million or more shares of RKO Pictures Corp. stock which has been acquired by Atlas Corp. in recent months, the latter stands ready to purchase Howard Hughes' 1,262,120 shares and to reactivate the company for businesses other than motion pictures, a statement issued here on Friday by Floyd B. Odlum, president of Atlas, disclosed.

Odlum said that he had discussed the proposals with Hughes and that no decision has been reached yet, although Hughes "has indicated that he has no objection whatever to the continuance of RKO Pictures Corp. in business provided he is not burdened with the responsibility for its management and is given the same right as he has arranged for others to receive $6 per share for all of his stockholdings or such, if any, as he does not wish to hold."

Pending a final decision, Odlum's statement suggested that RKO stockholders who wish to do so refrain from turning in their stock for cash. An estimated 500,000 shares of RKO Pictures stock has been turned in for the $6 per share tender price made by Hughes and which recently was continued in effect until June 30.

That would leave approximately only 900,000 shares still outstanding,

(*Continued on page* 4)

Personal Mention

SI FABIAN, president of Stanley Warner Theatres and Cinerama, is scheduled to return here tomorrow from an extended European trip.

•

OSCAR A. MORGAN, Paramount Pictures short subjects and newsreel sales manager, will return here today from a trip through the South.

•

E. O. WILSCHKE, operating manager of Altec Service Corp., has returned to New York from Chicago and Denver.

•

SAM G. ROSE, president of Victor Animatograph Corp., Davenport, Ia., and MRS. ROSE, have returned there from Europe.

•

CARYL HIRSCHFELD, of the United Artists advertising department, has announced her engagement to DR. LEON A. WHITMAN of New York.

•

MRS. KAY CHASE has been named office secretary at the Hartford Theatre Circuit, Hartford. She replaces MRS. MARY GRADY, who has resigned.

•

LOREN L. RYDER, head of research for Paramount Pictures, will return to New York this week from Europe.

•

ABE GOODMAN, 20th Century-Fox advertising manager, left here for Hollywood at the weekend.

•

AL O'KEEFE, vice-president of Pola-Lite Corp. has arrived in Los Angeles from New York.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, returned here at the weekend from Philadelphia.

•

MIKE SIMONS, M-G-M exhibitor relations head, left here yesterday for Lake of the Ozarks, Mo.

•

SID REAMS, sales representative for Republic Pictures in Atlanta, has recovered from several weeks' illness.

•

EMERY AUSTIN, M-G-M exploitation manager, will leave here today for Atlanta.

•

MADELEINE CARROLL and JACQUELINE JAMES left here Saturday for London via B.O.A.C. Monarch.

•

GEORGE NICHOLS, of the M-G-M studio publicity staff, has returned to Hollywood from New York.

•

MRS. GUS EDWARDS, widow of the composer, has arrived in New York from Hollywood.

•

CEDRIC GIBBONS, M-G-M studio art director, will arrive in New York today from the Coast.

•

MICKEY ALPERIN, Southington and Windsor Locks, Conn., theatre owner, has returned there from Florida.

•

JACK GOETZ, of Republic Consolidated, will leave here today for the Coast.

•

OWEN CRUMP, producer, left Hollywood yesterday for Washington.

Goldwyn Re-Releases To 14 State Righters

Fourteen state rights distributors have contracted to handle a select group of Samuel Goldwyn productions and ultimately the pictures will be available through independent companies in 32 exchange cities, according to James A. Mulvey, president of Samuel Goldwyn Productions.

"The Westerner," starring Gary Cooper, and "Dead End," co-starring Sylvia Sidney, Joel McCrea and Humphrey Bogart, are the first two pictures scheduled for national release this month. Others, to be released in intervals of 30 days, are "Barbary Coast," "Come and Get It," "The Adventures of Marco Polo," "Nana" and "The Cowboy and the Lady."

Appointed by Mochrie

Franchise holders already appointed by Robert Mochrie, vice-president and head of Goldwyn's sales department, are:

Wheeler Film Co., Washington; Favorite Films of California, Inc., San Francisco; George Waldman, New York City; Kranz-Levin Pictures, Inc., Los Angeles; Phoenix Films, Inc., Albany; Dimension Pictures, Ltd., Salt Lake City; Allied Film Exchange, Detroit; Kay Film Exchange, Atlanta; Screen Guild Productions of Oklahoma, Inc., Oklahoma City; Lippert Pictures of Louisiana, New Orleans; Realart Pictures of Iowa and Nebraska, Des Moines; Screen Guild Productions of the Carolinas, Inc., Charlotte; Herman Beiersdorf Distributing Co., Dallas; and Federal Film Co., Boston.

Promotional Support Planned

An entirely new promotional campaign for each of these pictures has been prepared, it was said. This includes a full line of accessories, new theatre trailers, specialty items and pressbooks containing new ads.

Famous Players Sign Para. 'Yard' Series

Famous Players Canadian Corp. circuit has booked Paramount's series of half-hour "Calling Scotland Yard" productions, it was announced by A. W. Schwalberg, president of Paramount Film Distributing Corp.

All theatres in the circuit will play the mystery-dramas as either half of double bills or as added attractions on single bill programs.

The series contains six individual pictures, namely, "The Javanese Dagger," "Present for a Bride," "Falstaff's Fur Coat," "The Missing Passenger," "The Sable Scarf" and "The Final Twist." Each presents a separate and distinct story of mystery and adventure, with Paul Douglas in the role of narrator.

Plan New Drive-in

LIBBY, Mont., May 16. — A new drive-in theatre is now under construction on a five and a half-acre site which will accommodate 250 cars, according to manager W. F. Klenitz. Model Theatre Co. of Seattle has contracted to furnish and install the equipment.

Plan Annual Visit To Rogers Hospital

Officers and directors of the Will Rogers Memorial Hospital will make their annual visit to the Saranac Lake, N. Y., institution the weekend of June 10-13, A. Montague, president, announced at the weekend. As in previous years, trade press representatives will be invited to attend and the entire group will be guests of Herman Robbins at the family's Edgewater Hotel on nearby Schroon Lake.

The annual luncheon will be held at the Will Rogers Hospital on June 11, followed by dedication of the Chick Lewis Memorial Wing and unveiling of the Chick Lewis Memorial plaque. The delegation will leave for the Edgewater Hotel that afternoon, where the annual meeting of hospital directors will be held the following morning. The group will return to New York Sunday afternoon, June 13.

Paramount to Keep Its N. Y. Building

The New York District Court has entered an order permitting Paramount Pictures to keep the Paramount Building in New York City. Originally, the company was required to sell the building under the original Paramount consent decree.

The order has conditions designed to keep the picture company from controlling the operations of the theatre in the building. It provides that if there is a new lease or modification of the lease on the theatre portion of the building, the lease or modification must be negotiated by an outstanding New York City realtor acting as an agent of the court. It also provides that if the Justice Department ever should feel that the picture company's continued control over the building is unreasonably restraining competition either in the distribution or exhibition of pictures, it can notify the company and the company must then either sell the building within two years or agree to have the issue settled by the court.

Hecht-Lancaster Post To O'Neill in N. Y.

James O'Neill has been appointed Eastern publicity representative for Hecht-Lancaster Productions, it was announced by Francis M. Winikus, national director of advertising, publicity and exploitation for United Artists, in behalf of the Hecht-Lancaster organization.

O'Neill will work under the supervision of Walter Seltzer, vice-president in charge of advertising and publicity for Hecht-Lancaster Productions, who has his headquarters in Hollywood.

March Film Dividend Totalled $3,482,000

WASHINGTON, May 16. — Publicly reported cash dividends of film companies in March amounted to $3,482,000, compared to $3,040,000 in March, 1953, the Commerce Department reported. Commerce officials said the increase was due to a special dividend by 20th Century-Fox and a larger Universal payment.

Tradewise . . .

(Continued from page 1)

such plans entered into his current negotiations with Hughes.

It is believed that Atlas's purchase of Hughes' RKO Pictures shares, with those now held by Atlas, would give the latter more than 2,000,000 shares or at least 60 per cent of the outstanding stock, an estimated 500,000 shares having been turned in up to this point for cash under Hughes' offer, extended recently to June 30.

Exhibitor Invents New Screen Process

New Orleans, May 16. — A new screen process known as Cyclorama has been introduced here by J. V. O'Quinn, which, he claims, will permit the exhibitor to use his regular screen and lenses, requiring only a conversion kit estimated by the inventor to cost $200. According to O'Quinn, it permits a greater range of aspect ratios, from 1.66:1 to 2.25:1.

O'Quinn further claims that with this system film may be produced in either of two ways. For greater clarity the inventor suggests 70mm film be used with an aperture measurement of 1.71 x .89 and the negative reduced to fit 35mm; or to shoot directly on 35mm stock, reducing the aperture measurement in half is cheaper, said O'Quinn, but that in addition an inexpensive conversion should be made to permit intermittent movement.

Official of Joy-Oke

O'Quinn is secretary-treasurer of Joy-Oke Theatres operating conventional and drive-in theatres, with headquarters at Kaplan, La.

Skouras Host at 12th Americanism Dinner

HOLLYWOOD, May 16. — The twelfth annual Americanism Dinner co-sponsored by Charles P. Skouras was held Friday evening at the Ambassador Hotel, with 200 reserve officers and training corps cadets from 20 high schools in this area as guests of honor, and with 400 military, naval, civic, business and film leaders attending.

Ray Gifford, 63

CLEVELAND, May 16.—Ray H. Gifford, 63, projectionist and member for 30 years of local 160, IATSE, died in Crile Veterans Hospital and funeral services will be held tomorrow in St. Vincent De Paul's Church, with burial in St. Marys Cemetery, Grafton, O.

Stockholders to Meet

Stockholders of 20th Century-Fox and American Broadcasting - Paramount Theatres will meet here tomorrow. The 20th-Fox meeting will take place at 2 p.m. at the home office. The AB-PT meeting is set for the Hotel Astor as 11 a.m.

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Australia Scooped By 'Scope on Queen

SYDNEY (By Air Mail), May 9.—The American (20th Century-Fox) Movietone News has scooped the Australian Government on the biggest newsreel documentary of the year, the Royal Tour of Queen Elizabeth in Australia.

Titled "The Royal Tour of Our Queen," the film is in CinemaScope and color by Technicolor. It will open May 13 at the Sydney Regent and three suburban theatres. It will be released by Hoyt's to all theatres equipped with CinemaScope.

The official film of the Queen's tour will not be released for several weeks yet. It is to be distributed by Universal and will be released by Greater Union. Department of Interior men who shot the official film are reported astonished and piqued at the Movietone speed. They thought the cameramen from England were just making routine newsreel shots. London release of the film is not until June 7.

Ga. Exhibitors Elect Chairmen, Directors

ATLANTA, May 16.—The Motion Picture Theatres Owners of Georgia has elected the following regional chairmen and directors Southeastern: Furber Mincey, chairman; W. P. Riggins, L. A. Stein, William H. Karrh, Warren Newman, W. P. Gammon. Southwestern: Cecil Crummey re-elected chairman; Ellison Dunn, Adolph Gortatowski, Nat Williams, C. L. Patrick, W. E. Griffin. Northern: J. E. Jarrell, chairman; J. S. Tankersley, O. C. Lam, R. H. Brannon, Bransome James and J. W. Blackwell. Central: Chairman Nat Hancock elected for his first term, W. R. Boswell, Fred Weis, Bob Moscow, Mrs. M. M. Osman, C. R. Cowart and Harold Spears.

Selections for State at Large

Selected as executives for the state at large were Roy E. Martin, Jr., as chairman; R. B. Wilby, A. L. Sheppard, Fred Storey, John Stembler, Donald Boardman, John Carter. TOA representative is E. D. Martin, and Willie J. Davis is secretary to the board of directors and executive committee. Davis as well as Alpha Fowler, Lam, Williams, Dunn, Thomas E. Orr, Ray Edmondson, Moscow and Cowart were elected to the legislative committee.

Williams was returned to the post of chairman of the public relations committee which consists of W. R. Boswell, Mrs. Osman, J. B. Hardy, Spears, Newman, Bransome James, W. T. Yarbrough and A. B. Padgett.

The finance committee was reelected as a body: chairman Martin, Jarrell, W. E. Griffin, John Hackney, John Carter, George Itel.

Capano Heads S.O.S. Film Sales Dept.

Dominick J. Capano has been elected vice-president of S.O.S. Cinema Supply Corp. in charge of television studio and film production sales. Capano, who has been with the organization since 1936, assumes his new duties immediately.

Also promoted is William H. Allen, whom S.O.S. named production manager, after 19 years in the electrical, electronic and mechanical divisions of the company.

Broidy Asks Conference With TOA

(*Continued from page* 1)

Broidy. "The timing is just right. The present conditions call for action. The issues involved are serious and important. What's more, the industry, in nearly all its phases of operation, should be the gainer if the proper approach is made to resolve the problems that the theatre owners say are confronting them right now."



Steve Broidy

"We at Allied Artists want to make our own kind of contribution to the hoped-for success of the exhibitor meeting here. We think it can prove to be of definite value to the board. We would like to sit down with the TOA people and talk over this whole matter of so-called film shortage.

"We at Allied would like to go fuller and deeper into the exhibitors' plea for more pictures. There is a lot to be said, and more to be done, in the proposal of the TOA that the studios make lower budget pictures and more of them so that the demands of the theatre operators throughout the nation can be met," said Broidy.

The Allied Artists' president feels that it is necessary for the studios to make some immediate sacrifices to see that the board meeting here and the issues to be dealt with and resolved play themselves out to the satisfaction of the embattled industry. "That when Reade and his 40-man board leave Hollywood June 19th, at the end of the session, they will have agreed that they got every kind of help possible from the studios," Broidy explained.

Has 'Some of the Answers'

Broidy said that he and his studio associates can supply some of the answers the exhibitors are searching for as they allegedly face a product-shortage dilemma. "We want to call in all the heads of our production departments. We'll send for our distribution personnel to join us at the studio. If there is a solution to be got out of the coming meeting here in Hollywood of the TOA board, we want to do everything possible to help bring that about. That is why I'm inviting the TOA board to meet with us here at the studio," Broidy said.

"If we in production, and the men running the theatres can face each other by sitting down and one telling the other what he wants, expressing his thoughts in terms that won't confuse the other, production and distribution can get some place. If so-called shortages exist elsewhere, we don't know of it here at Allied Artists," said Broidy. As he measured the output of his studio this year, thus far, he felt that no shortage of product exists. He explained that AA is keeping up a release schedule that should find the exhibitor in need of product able to fill his needs. "We're making enough releases available to the screens of the nation," Broidy said.

Plans More Big Films

Broidy explained that his blueprint of production also called for more big pictures this year. He said there'll be a lot more money put into the making of these bigger pictures. "But the question will always arise—just how big is a big picture?"

'Scope Increases

Exhibitor Interest, Orders Increase for Anamorphics

Interest and orders in CinemaScope anamorphic lenses and wide-screens and the Tushinsky Superscope lenses have considerably increased in the U.S. since 20th Century-Fox announced its new stereophonic sound policy.

Prior to the 20th-Fox round table discussion and during that time, an equipment spokesman said that orders and information requests for the lenses and screens had almost stopped.

Following the 20th-Fox policy announcement, orders "poured" in for the CinemaScope equipment from exhibitors, but now have returned to normal, he said. It was understood that 6,000 anamorphic lenses have been sold and with 3,000 installations through the country since 20th-Fox introduced the medium.

Herman Robbins, president of National Screen Service, said that there was "stimulating activity" in orders and requests for Superscope lenses which exhibitors are purchasing from NSS at $700 per pair.

Twentieth-Fox director of distribution, Al Lichtman, has been receiving wires from domestic and Canadian division and branch managers reporting exhibitor reactions, the company announced. So strong have been theatre owners' response to the company's policy of making CinemaScope prints available with four-track magnetic stereophonic sound, one-track magnetic and one-track optical sound that immediate preparations have begun to equip complete theatres and houses of circuits only partially equipped to date, reports disclose.

Fiesta's First

The first film to be made by Fiesta Production, headed by Sidney Lumet, New York television director, will be "Bullfight." The picture is based on the play by Leslie Stevens.

New Theatre Firm Formed in Charlotte

CHARLOTTE, May 16.—Formation of a new concern to operate theaters was announced here by Everett N. Olsen.

The new company will be known as O & E Theaters. It will operate theaters in Honea Ware, S. C., Spartanburg, Sumter and Crescent Beach, S. C.

Olsen, who has been connected with Paramount Pictures for 25 years, has resigned his position as advertising representative to devote his full time to the operation.

He will be associated in the business by Richard Eason, who will continue his connection with Piedmont Promotions and will live in Charlotte. Olsen has moved his residence to Crescent Beach.

Senate Group Votes More for FCC, FTC

WASHINGTON, May 16.—The Senate Appropriations Committee voted to give the Federal Communications Commission and Federal Trade Commission slightly more money for the coming fiscal year than had been voted by the House.

The Senate Committee voted to give the FCC $7,294,400, compared with a request for $7,644,400 and a House decision for $6,544,400. It voted to give the FTC $4,100,000, compared with $4,200,000 requested and $4,030,700 voted by the House.

Asks Standardizing Of 'Scope Apertures

CHARLOTTE, May 16.—Production companies employing the CinemaScope anamorphic process are urged by R. O. Jeffress, technical vice-president of the Drive-In Theatre Owners Association, to agree on a standard aperture size and shape for their CinemaScope prints to be supplied with single optical track sound.

Jeffress pointed out that failure to standardize in this respect could make it necessary for many exhibitors who could ill afford the cost to obtain an extra set of projection lenses for each aperture size used if he is to properly present the varying CinemaScope pictures from the several studios. Each such set of extra lenses would cost from $250 to $500, he said.

A letter urging the standardization was sent to 20th Century-Fox, M-G-M, Warners and Paramount.

First-Week Grosses Strong for 'Carnival'

First-week grosses for King Brothers "Carnival Story" were outstanding, according to figures released Friday by Charles Boasberg, general sales manager of RKO Radio. The picture now is in its second week at the Palms Theatre, Detroit, and at the Century, in Buffalo. It has just completed its one-week stand at the Palace, in Albany, N. Y.

The film is reported to have grossed $18,408 for the week in Buffalo, $21,857 in Detroit and $12,654 in Albany.

Caesar Leases Space

Shellric Corp., of which television star Sid Caesar is president, has leased the 11th floor and penthouse at 6 West 57 Street, New York City, from the Carmel Holding Corp. Caesar will convert the 6,000 square feet of space into executive offices and rehearsal rooms for television shows.

Filmakers

(*Continued from page* 1)

company reported that response to the advertisement was "immediate and spontaneous," with telegraphic requests for the film coming from American Broadcasting - Paramount Theatres, Stanley Warner, Skouras Theatres and others. Interest further was expressed, according to the company, by Walter Reade, Jr., Sol Schwartz, RKO president; Fred Schwartz, head of the Century circuit; Harold Rinzler of the Randforce circuit, and Bernie Brooks of Fabian Theatres.

This week, Filmakers will announce another picture for pre-production licensing, "Mad at the World." This will be followed by another for "Crash-out." Irving H. Levin, president of Filmakers, announced that the company plans to gear itself to deliver a picture per month.

UA's Anniversary Sales Drive Ended

United Artists' 35th anniversary sales drive honoring president Arthur B. Krim was completed over the week-end, winding up six months of competition among the company's exchanges in the United States and Canada.

Results of the drive, which began on Nov. 15, 1933, and ended on Saturday will be announced following a final computation of sales figures.

At the conclusion of the 25th week of the drive, the Dallas, New Orleans and St. John exchanges were leading their respective groups.



Smith to Represent U. S. at Film Festival In Venice in July

WASHINGTON, May 16.—Andrew W. Smith, Jr., chief of the Motion Picture Service of the U. S. Information Agency, will be the official U. S. representative at the July Film Festival in Venice, USIA director Theodore C. Streibert announced.

Smith said he hopes to work closely with film industry officials and government agencies in order to assure the best possible American representation at the Venice Exhibition. The Venice Festival is the oldest of international film exhibitions; the one starting on July 6 is the 15th in the series.

Announce Winners in N.E. Circuit Contest

BOSTON, May 16.—New England Theatres, Inc., district managers, Chester Stoddard, Robert Sternberg and Harry Browning have announced the winners of the circuit's "Top The Score For '54" managerial contest. All New England Theatres managers participated in the contest which ran for 20 weeks.

First place winners in each district include James Davis, Paramount, Lynn, Mass., Stoddard's district; Alex Castoldi, Paramount, Newton, Mass., Sternburg's district; and from Browning's area, Lawrence J. Burke, Capitol, Pittsfield, Mass.

'Robe' in 360-Seat House Pulls $1,394

WILBUR, Wash., May 16.—The 360-seat Alki Theatre has finished a week's engagement of "The Robe" here with a gross of $1,394, a figure which is 560 per cent above average, according to E. C. Rettkowski, operator of the house. Rettkowski said that this was the first time that a picture has played a week in this town of 1,044 population.

The owner said that he believed stereophonic sound was a definite "must" in large and small theatres, adding that "I believe that it is actually more effective in a house such as mine due to the intimacy of a small theatre.

Aid Palsy Drive

Edward L. Hyman and Sidney M. Markley, vice presidents of American Broadcasting-Paramount Theatres, have been appointed co-chairmen of the theatre collections committee in the United Cerebral Palsy campaign.

Atlas Corp.-RKO Stock

(*Continued from page* 1)

apart from the estimated 2,500,000 shares owned by Atlas and Hughes.

Hughes acquired all of the RKO Pictures assets for $23,489,748, equivalent to $6 per share, and the cash, less an estimated $3,000,000 paid for stock tendered, constitutes the only asset of the company. With an estimated investment of more than $6,000,000 in RKO Pictures stock now, Atlas Corp. apparently is prepared to add at least another $7,200,000 for Hughes' holdings.

Text of Odlum Statement

Following is the complete text of the Odlum statement:

"RKO Pictures Corp. is no longer in the motion picture business, having sold all its assets to Howard Hughes for cash equal to $6.00 per share of outstanding stock. Each stockholder, other than Mr. Hughes, currently has the right to turn in his stock to the corporation and receive $6.00 per share therefor.

"Atlas Corporation has been a substantial stockholder of RKO Pictures Corporation since its formation and in recent weeks has substantially increased its holdings.

"Atlas Corporation would prefer that RKO Pictures Corporation not be dissolved but rather that it be maintained as a going concern, using its cash to operate for a profit.

"Atlas Corporation has made such a suggestion to Howard Hughes who has indicated that he has no objection whatever to the continuance of RKO Pictures Corporation in business provided he is not burdened with the responsibility for its management and is given the same right as he has arranged for others to receive $6.00 per share for all of his stockholdings or such, if any, as he does not wish to hold.

Conferences Held

"Mr. Hughes and Mr. Odlum have been in conversation about the two points last above mentioned although nothing has been made definite as yet with respect to such points.

"This statement is being made so that any stockholder of RKO Pictures Corporation who wishes to do so can refrain from turning in his stock for cash until he has further information as to whether RKO Pictures Corporation, following its complete divorce from the motion picture business, is going to be maintained for other types of business or is going to be dissolved."

Metro Will Expand

(*Continued from page* 1)

circuit will not consist of theatres built by M-G-M, we plan franchise arrangements with local progressive, independent showmen who can be relied upon to keep abreast of developments in the industry."

M-G-M now operates the 3,000-seat Metro in Johannesburg and the 2,000-seat Metro in Durban.

Dr. Hammarskjold

(*Continued from page* 1)

much to do with the fact that through a large part of the world, when somebody wants to bang his neighbor on the head, he stops and thinks before doing it. Generally movies oppose intolerance. Without them, peoples of the world would know much less about each other and we would be much further from our goal of living together peaceably."

Select 'Mike' Queen

Dorothy Rowand, a 23-year-old model, has been chosen Mike and Screen Press Queen in the annual contest conducted by the Radio-Newsreel-Television Working Press Association. She will be crowned at the June 4 dinner at the Hotel Waldorf Astoria of the association, which will donate the proceeds to the Damon Runyon Fund and the Will Rogers Memorial Hospital.

Elect 'Lab' Officers

Russell C. Holslag, vice-president of Precision Film Laboratories, was elected vice-president of the Association of Film Laboratories and Kern Moyse, of Peerless Film Processing Corp. was elected to the board.

Asks Drive-in Permit

TITUSVILLE, Fla., May 16.—James Karantious, owner of the Mount Vernon Motel here, has asked the City Council for a permit for a drive-in theatre.

'U' Confab

(*Continued from page* 1)

will be Felix Sommer, U-I Films vice-president, and Fortunat Baronat, director of publicity.

Harry Novak, European general manager, heads the list of representatives from U-I's continental headquarters in Paris. Also included are John Spires, Novak's executive assistant; Dick Brett, head auditor; John Marshall, Middle - Europe supervisor; Marion Jordan, Southern Europe supervisor; Andre Salib, Near East district manager; and Bernard Goldman, district manager for France, North Africa and Switzerland.

High on the convention agenda is the screening of a number of the latest productions from the U-I studio which have been set for European release during the coming year.

Host at the convention will be U-I's manager for Spain, Enrique Aguilar. Manuel Bofill, sales manager; Luis Benet, administrative manager; Mercedes Fabregas, publicity head; and the managers of U-I's nine provincial branches throughout Spain will form the local contingent.

Norman Rydge Guest At U-I Luncheon

Norman Rydge, chairman of the board of directors of Greater Union Theatres, Australian circuit of 135 houses and a major distributor of Universal-International pictures, was guest of honor at a luncheon Friday tendered by Americo Aboaf, vice-president and foreign sales manager of Universal. Also present was Captain Harold Auten, U. S. representative of Greater Union Theatres.

Attending for Universal were Charles Feldman, Eugene Walsh, Adolph Schimmel, John O'Connor, Ray Moon, Ben Cohn, James Francy, Al Lowe, Felix Sommer, Ben Lorber, Norman Gluck, Ray Miles, Richard Davies, Joseph Mazer, Irving Weiss, Jack Dobbin and Fortunat Baronat.

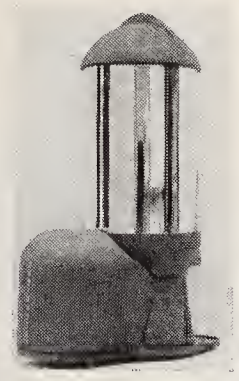
In the THEATRE Equipment *& Refreshment* World . . .

. . . with RAY GALLO

RCA has sent us a folder describing its new take-apart plastic reels for general motion picture applications as well as recording studios. The reels accommodate 1,000 feet of 35mm film. They are molded in two halves that may be firmly united by means of a coarse, single-turn, left-hand thread. For safety and convenience in identifying recorded material, the reels are colored. One suggestion is the use of red for original records, not to be erased; green for clean films, erased and ready to use; gray for other uses, such as rerecording and work prints.

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"The Sno-Master Sanitary Ice Shaver," (see photo) an automatic ice-shaving machine for use in making snoballs, snojuleps, snoparfaits, snocones and koolers and also for icing fountain drinks, is now being offered on a free trial basis to theatre operators. Manufactured by the Sno-Master Manufacturing Co., of Baltimore, the unit is distributed through National Theatre Supply. The machine is operated by a GE ¼ h.p. motor. Its base is aluminum, finished with baked crinkled enamel. The hopper holds 25 pounds of ice. The machine requires only one square foot of counter space.



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New literature from the Camera Mart, Inc., New York, contains photographs and specifications of its line of motion picture and television production equipment. Included are camera dollies, cameras, blimps, mike booms, animation motors, the Camart optical FX unit, prisms and effects lenses, tripods, and lighting equipment.

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The appointment of Jack Robinson as vice-president and general manager for the GoldE Manufacturing Co., Chicago, manufacturers of a number of theatre products, has been announced by Ernest Goldberg, president. Robinson is well known to the photo industry as president of Acme-Lite Manufacturing Co. and has had a quarter century of manufacturing and sales experience in the field of light projection. Goldberg reports that the new association heralds the start of an intensive schedule of product development, sales promotion and advertising for GoldE. It was stressed by both men that no merger between the GoldE firm and Acme-Lite is being considered at this time.

Reviews

"Ana-ta-han"

(Daiwa)

AN all-Japanese cast enacts a tale based on an actual occurrence of a band of men marooned on an island and the influence on them by the presence of a single attractive woman. The story holds considerable audience interest, events and their effects being universal, rather than strictly Oriental application. Its strongest appeal, nevertheless, will be to art and special program houses, although a program spot could be found for it wherever audiences will accept something out of the ordinary on occasion.

The musical background is Japanese, played principally on native instruments. To tie the presentation together, director Josef von Sternberg delivers a running narrative in English. The screenplay was adapted by Sternberg from a book by Michiro Maruyama, translated by Younghill Kang. The story opens in June, 1944. A group of Japanese fishermen are stranded on the island from which the picture derives its title, the only other inhabitants being a Japanese plantation overseer and an attractive young Japanese woman. It closes after seven violent years during which discipline and rationality are completely forgotten in an animalistic struggle for power and the favors of the woman. Discipline for a time is represented by a former army warrant officer whose influence in the community ends when he suffers the Oriental catastrophe of loss-of-face. Power is a pair of pistols found in the wreckage of an American airplane. They become the symbol by which all else may be obtained, so important that five men pay with their lives when they lose in their bid for supremacy.

Nineteen-year-old Akemi Negishi plays the seductive role of Keiko in a natural, convincing manner. Production values are good and photography is adequate. The distributor is Arias & Abrams.

Running time, 92 minutes. Adult classification. For August release.

"The Moment of Truth"

(Arlan-Franco-London)

DESPITE the presence of two of France's top stars in this French language film with English subtitles, the vehicle does not live up to their talents. Jean Gabin portrays a doctor deceived by his actress-wife, Michele Morgan. During most of "The Moment of Truth" the characters remain aloof and therefore not very interesting.

The plot is simple enough. On the night of their tenth anniversary, Gabin accidently discovers that his wife has been having an affair with an artist who has just attempted suicide. He confronts her with this information and she then spends the night trying to explain the reasons for her infidelity. The reasons are never made too clear, but apparently he was taking their marriage for granted, spent too much time at work and was possibly attracted to his pretty assistant. Miss Morgan meets the artist casually and circumstances bring them together at convenient intervals. She never has the courage to tell Gabin and the day she decides to break off the affair, her secret is revealed. It is fairly obvious at the conclusion that they will remain together.

The two stars give their usual competent performances despite flimsy material and Walter Chiari as the disturbed artist is also quite good. However, there apparently was some narrated dialogue that the distributors eliminated and replaced with two English-speaking voices that seem incongruous.

Jean Delannoy, director of such previous Gallic imports as 'Symphonie Pastorale" and "The Chips Are Down," collaborated on the screenplay with Henri Jeanson and Roland Laudenbach. The film should receive fairly good reaction among art theatre patrons, mainly on the prestige of its stars.

Running time, 87. Adult classification. For release, May.

"Victory At Sea"

(NBC Films-George J. Schaefer)

THIS is a very effective documentary feature comprising both Allied and captured enemy film which should be of interest primarily to specialty houses or those which go in for an occasionally off-beat program. It was produced by Henry Salomon from footage previously used on a 26-week, half-hour NBC-TV show.

Isaac Kleinerman did an excellent job in editing the film so as to give the maritime highlights of World War II from the attack on Pearl Harbor to the fleet steaming into Tokyo harbor for the Japanese surrender. Photography is effective. The background music was composed by Richard Rodgers, arranged by Robert Russell Bennett and played by the NBC Symphony Orchestra with Bennett conducting. Narration is by Alexander Scourby. George J. Schaefer & Son is handling theatrical distribution.

Running time, 97 minutes. General classification. For release in August.

Set 'Mighty' Premiere

BURBANK, May 16.—A dual-city world premiere of William A. Wellman's "The High and the Mighty" has been set for May 27, in San Francisco and Los Angeles. The Wayne-Fellows CinemaScope, WarnerColor production for Warner Bros. will open a roadshow engagement at the Paramount Theatre in San Francisco and simultaneously at the Egyptian Theatre in Hollywood.

New Conn. Firm

HARTFORD, May 16.—Film Industries, Inc., Bridgeport, a new corporation, has filed a certificate of incorporation with the Secretary of State's office, listing authorized capital, $50,000; commencing business, $2,000; 1,000 shares, par $50; incorporators, Edward B. Krause, Stratford, Conn.; Domenick D. Villardi, Bridgeport; and Emanuel Zimmer, Fairfield, Conn.

Chromatic Starting Production of New Color TV Tubes

Chromatic Television Laboratories, Paramount Pictures subsidiary, has launched pilot production of a new improved version of the Lawrence color TV tube at its Oakland, Calif., laboratory, Richard Hodgson, president, announced at the weekend.

"The Chromatron PDF 21-3 color television tube incorporates latest designs including a radiation-suppressed Chromatac (the color grid structure at the front of the tube)," Hodgson said.

The Chromatic official said that the tube's rectangular shape allows for a picture 14½ by 11 inches. The tube is only 25 inches long, Hodgson said. Samples of the tube are now being furnished to set and tube manufacturers but demand is so great that delivery is now set for 60 days, the executive said.

Bell & Howell Sets 'Scope Sales Drive

CHICAGO, May 16.—A sales campaign on CinemaScope projection lens attachments was announced by A. H. Bolt, director of professional sales of Bell & Howell Co. Bolt stated that "increased orders for standard cylindrical type CinemaScope lenses indicate renewed enthusiasm on the part of theatre owners to install CinemaScope immediately."

The new sales campaign, prefaced by a major reduction in the price of the lens announced recently, includes ads in trade publications, and a new direct mail campaign furnishing technical data and information to theatre owners and theatre equipment dealers. The campaign will be handled from Chicago, supplemented by the efforts of Bell & Howell's Hollywood, New York and Washington offices, and more than 20 district sales managers of the company.

Balaban To Show VV in Toronto Thursday

TORONTO, May 16. — Barney Balaban, president of Paramount Pictures, will present VistaVision to Canadian exhibitors and newspapermen here on Thursday, it was announced at the weekend.

Balaban will be accompanied to the demonstration at the Imperial Theatre at 9:30 A.M. by Dr. Charles Daily, Paramount Studios research engineer who worked closely with research chief Loren Ryder in developing and perfecting VistaVision.

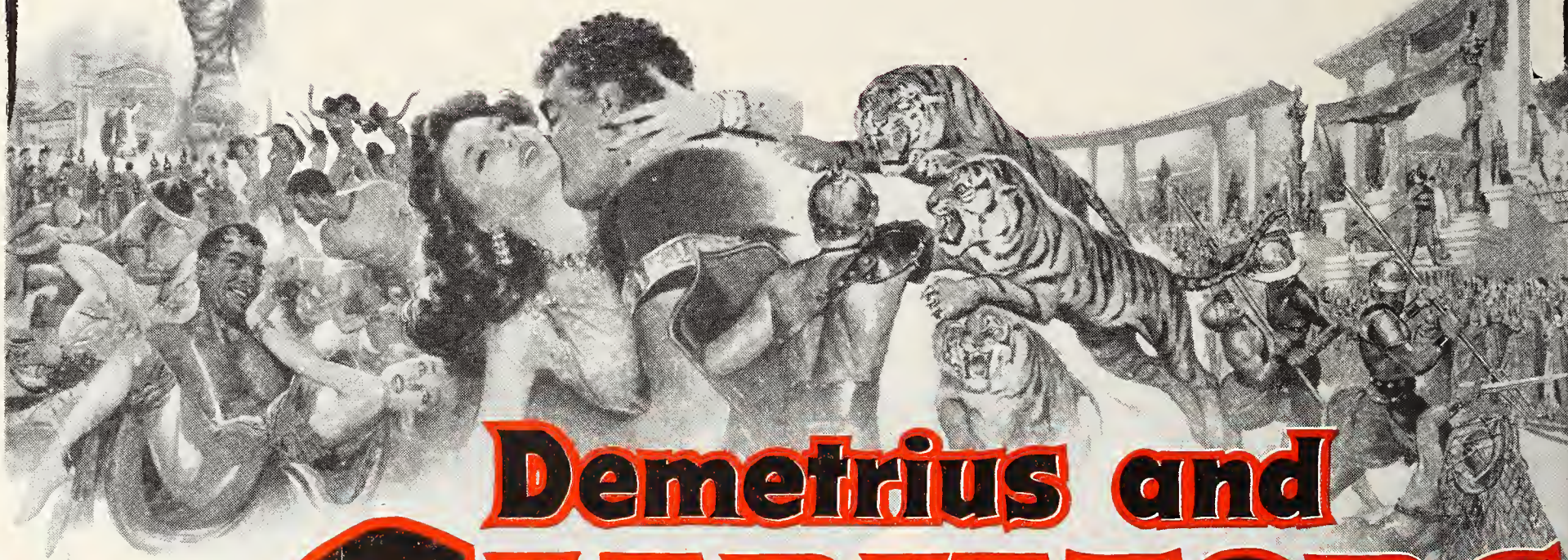
Following an introductory explanation of VistaVision and its advantages to theatres by Balaban, and Dr. Daily's technical description of the process, the invited guests will see a screening of two special VistaVision films.

E. M. Loew Installing 76' Drive-in Screens

HARTFORD, May 16.—The E. M. Loew circuit's Hartford division is completing installation of 76-feet wide screens at drive-in theatres in Connecticut and Western Massachusetts. Already set are Hartford Drive-In, Newington; Norwich-New London, Montville; Farmington, Farmington, in Connecticut; and the Riverdale, West Springfield, Mass.



20th Century-Fox
proudly announces
the availability
soon of the
CINEMASCOPE
production
that begins where
The Robe
left off!



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FIRST IN FILM NEWS

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VOL. 75. NO. 95 NEW YORK, U.S.A., TUESDAY, MAY 18, 1954 TEN CENTS

'Knights' With OptionalSound In Late June

M-G-M to Initiate New Policy With 1st 'Scope

"Knights of the Round Table," M-G-M's first CinemaScope production, will be available with optional stereophonic sound in late June, it was reported yesterday. The picture currently is playing subsequent run engagements in full stereo. M-G-M previously had announced that it would lift its stereophonic sound requirements for its CinemaScope films.

M-G-M's "Rose Marie" and "The Student Prince" will be available in Perspecta sound, four-track magnetic, single-track magnetic and single-track optical sound. The only other requirements are wide screen and anamorphic lenses.

Castleman RKO Suit Postponed to June 28

HOLLYWOOD, May 17.—Federal Judge Ben Harrison, acting on his own motion, today postponed to June 28 the minority stockholder suit of Eli B. and Marion V. Castleman against RKO Pictures and Howard Hughes. The court's motion obviated other motions by both defendant and plaintiff.

RKO has a motion for dismissal coming up on June 28.

Three RKO Houses To Show Title Bout

Three theatres of the RKO Theatres circuit will have the closed circuit telecast of the heavyweight title bout on June 17 between Rocky Marciano and Ezzard Charles from Yankee Stadium, William W. Howard, vice-president of the circuit, announced here yesterday. Arrangements have been completed with Theatre Network Television for the presentation.

RKO houses which have the fight are the Albee in Cincinnati and Keith's in Dayton with $3, including tax, to be charged for all seats, which will be reserved. The Palace in Cleveland will charge $3.50, including tax, for a seat.

Set Worldwide Plans For VV Showings

Preparations for expansion of VistaVision demonstrations abroad will get underway this week with visits to the Far East, Australia and Latin America by Paramount Pictures representatives for the purpose of surveying theatres in the various countries.

Louis Mesenkop of the Paramount Studio technical department at present is en route to Tokyo from Los Angeles on a VistaVision theatre survey tour that will include, in addition to the Japanese capital, Manila, Singapore, Bombay, Sidney and Melbourne.

Frank LaGrande, Paramount home

(*Continued on page* 4)

Billion-Franc Deal

Technicolor Establishing Processing Plant in Paris

Technicolor Motion Picture Corp. and French motion picture interests have completed negotiations and will form the Societe Technicolor with a capital of about one billion francs to operate a Technicolor plant in Paris, it was announced here yesterday by Dr. Herbert T. Kalmus, president and general manager of Technicolor, at the annual stockholders' meeting.

Kalmus reported the consolidated net profit of Technicolor for the first three months of this year to be $363,493 or 19 cents per share on the outstanding stock. Kalmus stated that this increase of five cents per share over the last quarter of 1953 will probably continue upward with the increased number of features he expects to be processed by Technicolor.

Concerning the foreign situation,

(*Continued on page* 4)

Moclair Temporary Manager of Roxy

William Moclair temporarily is manager of the Roxy Theatre here, following the withdrawal of Dick Dickson as managing director. Dickson, it is reported, is returning to the Fox West Coast headquarters in Los Angeles. Moclair is senior floor manager of the Roxy.

PROPOSE GLOBAL THEATRE UNION

Reserve Decision in Jackson Park Case

CHICAGO, May 17.—Hearings on the Jackson Park decree were heard here Friday in U. S. District Court by Federal Judge Michael L. Igoe, who took the entire matter under advisement and extended the six-month moratorium of some booking phases of the decree, including the two-week limitation on first runs in B. & K. theatres to Sept. 13.

The motions taken under advisement were B. & K.'s for modification of the decree; the Jackson Park's counterclaim for additional damages since the decree was imposed; and B. & K.'s for dismissal of the counter-claim.

Also taken under advisement were petitions for dismissal from the decree and proceedings by companies no longer operating in Illinois since divorcement has become effective, such as National Theatres.

Mankiewicz Here For UA Parleys

Joseph L. Mankiewicz arrives in New York today (Tuesday, May 18) from Europe after completing the supervision of the scoring of "The Barefoot Contessa," color in Technicolor drama starring Humphrey Bogart, Ava Gardner and Edmond O'Brien. The Figaro, Inc., production, filmed in Italy for United Artists release, was written and directed by Mankiewicz.

Mankiewicz will be in New York for two weeks, after which he will return to Italy to complete supervision of the editing of "The Barefoot Contessa," which is being done by William Hornbeck.

While in New York, Mankiewicz will confer with United Artists executives on a number of projects which have been proposed as his second Figaro production.

Gold Leaves NSS; Forms TV Company

Mel Gold, director of advertising, publicity and television and head of East Coast film production for National Screen Service, will form his own television and film production organization.

Gold, who is president of the National Television Film Council, will leave NSS after an 11-year association on May 28 when an un-named successor will take over.

Gold's new firm will be known as Mel Gold Productions, Inc.

Britain's C.E.A. Asks Joint Action on Film Shortages, Other Policies

By PETER BURNUP

LONDON, May 17.—An international alliance of exhibitor organizations permitting them to take unilateral action toward solution of important problems common to exhibitors everywhere is being projected by the Cinematograph Exhibitors Association here.

Designed to deal with such matters as sales and exhibition policies for pictures produced in new techniques, other phases of new processes and production policies which result in shortages of films, the C.E.A. proposes to put the plan to a test immediately.

Exhibitors here are growing increasingly concerned over a shortage of product, due, as they allege, to sale conditions imposed by CinemaScope producers. At last week's meeting a resolution was adopted demanding that conventional prints be available on all

(*Continued on page* 4)

No Letup in Stereo Sound Inquiries

There has been no letup in inquiries regarding stereophonic sound installations since 20th Century-Fox and M-G-M eased the restrictions, according to equipment houses here. In fact, there have been just as many requests for information by exhibitors since the announcements as there were prior to the 20th-Fox forum and the M-G-M statement, Allan Smith, manager of National Theatre Supply, said here yesterday.

Smith pointed out that three theatres, two of them in small towns, in this area had closed deals for stereo sound after 20th-Fox had scheduled

(*Continued on page* 4)

96 U.K. Theatres Now Have 'Scope

Twentieth Century-Fox reports that 96 theatres in England have installed complete CinemaScope and stereophonic sound as of two weeks ago. Present orders for equipment, wide-screen, anamorphic lenses and four-track magnetic sound, from English theatre operators total over 250, it was said.

Personal Mention

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here today for Memphis.

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JACOB H. KARP, executive assistant to Y. FRANK FREEMAN, Paramount Pictures vice-president, is scheduled to sail from New York for England Thursday on the "United States."

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RICHARD HEERMAN, producer; JEROME DALE, producer's representative, and GILBERT ROLAND left here yesterday for London via B.O.A.C. Monarch.

•

WALTER MANLEY, Republic Pictures special representative in Canada, is the father of a girl born to MRS. MANLEY at Jewish Hospital of Brooklyn.

•

HERB STEINBERG, Paramount Pictures national exploitation manager, will return to New York today from Chicago and Milwaukee.

•

MEYER HUTNER, 20th Century-Fox associate publicity manager, returned to New York yesterday following a tour of six cities of the South.

•

THOMAS F. DUANE, newly-appointed manager of the Paramount Pictures Detroit branch, left here last night for his new headquarters there.

•

FRANK BOSCKETTI, owner-operator of the Star and Premium theatres, Lawrence, Mass., is a patient at New England Baptist Hospital in Boston.

•

TED PIERPOINT, Paramount Pictures district manager in South America, is due to arrive in New York next week from Rio de Janeiro.

•

SONIA ZARSKY, secretary at Interstate Theatres Corp., Boston, will be married on Thursday to CHARLES WAXMAN, of Danvers.

•

JOSEPH GINS, Universal-International district manager, was in Albany, N. Y., from Boston.

•

T. KEVEN MALLEN, chairman of the board of the Ampex Corp., has left New York by plane for Paris.

•

JAMES F. McCARTHY, Connecticut district manager for Stanley Warner Theatres, has returned to his desk here on a part-time basis following a long illness.

•

L. D. NETTER, Jr., general sales manager of Altec Service Corp., and MARTY WOLF, assistant sales chief, are in Chicago from New York.

•

GEORGE MURPHY will leave Hollywood today for Atlanta.

Dinner for Weiss

United Jewish Appeal is giving a dinner honoring Al Weiss, manager of Loew's Pitkin Theatre, tonight at Celian Mansion, Brooklyn.

Pinanski Honored by The Sentry Lodge, N.E. B'nai B'rith

BOSTON, May 17.—Samuel Pinanski, New England exhibitor, was designated as "Sentry's Man of Distinction for 1954" at the annual dinner dance and installation of officers of Sentry Lodge of B'nai B'rith held on the Hotel Bradford Roof here last night. The award was a "surprise" presentation for Pinanski's "outstanding services." Special awards were also presented to Henri Schwartzberg, ATC film buyer, and to Benn H. Rosenwald, M-G-M resident manager. George Roberts was returned to the office of president of the organization.

'Pre-re-release' Dates For 'The Egg and I'

"The Egg and I," which Universal will re-release in July as one of the company's important summer releases, will be given a territorial saturation pre-re-release world premiere out of the Omaha and Des Moines exchanges starting on May 27, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager.

"The Egg and I" will receive an entirely new promotional campaign, new trailers, press books and prints will be used and the picture will be handled as importantly as any of the company's new productions, according to Feldman.

More than 50 theatres out of the two exchange cities are participating in this territorial pre-re-release.

Wm. Murray Dead

ATLANTA, May 17.—Private funeral service for William T. Murray, prominent Atlanta theatre man, was held today. Murray died at his home here after a long illness. He assumed management of the Rialto Theatre in 1933. Almost blind for many years, Murray retired from the operation of the Rialto in 1950.

Herbert Leeds, 42

Herbert I. Leeds, 42, motion picture director, was found dead of a shotgun wound in the chest in his room at the Hotel Wyndham here at the weekend. Police called Leeds' death a suicide. Among his latest credits are: "Bunco Squad," "The Broken Arrow," "Diplomatic Courier," and "Father's Wild Game."

Mrs. Kearney, 97

GLOVERSVILLE, N. Y., May 17.—Mrs. Josephine Q. Kearney, 97, mother of Rep. Bernard W. Kearney, of Gloversville, and grandmother of Mrs. George V. Lynch, wife of the chief buyer for the Schine Circuit, died here May 14 after a long illness.

Lou Harris, 68

LONDON, MAY 17.—Lou Harris, 68, United Artists sales supervisor here, died suddenly last week. A veteran of 20 years with UA, Harris started as a salesman in 1934, was promoted to branch manager in 1938, and appointed sales supervisor in 1945.

3-D at Will Rogers; 8 Companies Donors

Eight of the industry's leading companies contributed the 3-D projection equipment, installation of which has just been completed at the Will Rogers Memorial Hospital at Saranac Lake.

The Ballantyne Co., Omaha, contributed two Ballantyne-Gardner projectors, the sound heads, rectifiers, transformers, amplifiers, etc.; Williams Screen Co., Akron, supplied the screen; Wenzel Projectors Co., Chicago, the magazines and take-ups; Goldberg Brothers, Denver, the 5000-foot reels; Raytone Screen Co., Brooklyn, the screen frame; Projection Optics Co., Rochester, the Superlite lenses; Altec Service Corp., Lansing, contributed the speaker system, and Altec Service Corp., New York, provided the complete installation.

Plan Dedication in June

The new equipment will be dedicated in June during the period of the board of directors meeting at the hospital.

No Action Taken on Overseas Earning

WASHINGTON, May 17.—The Senate Finance Committee discussed but took no action on the question of easing the tax treatment of overseas earnings of U. S. film companies.

Committee members said the subject would be gone into further at later sessions. The committee is working in executive session on the House-passed technical tax bill.

The House bill would give substantial tax benefits to the foreign income of certain U. S. firms, but film distribution companies would not be included in hearings before the finance committee. Motion Picture Association president Eric A. Johnston urged that film companies get the same breaks given to other companies.

The Senators reached that portion of the bill at their weekend meeting, and discussed the industry's argument, it was learned. However, no decision was reached.

New Charles Jones Theatre Is Opened

DES MOINES, May 17. — The Northwood Theatre, Northwood, Ia., was formally opened yesterday by Charles Jones, secretary of the I.T.O. of Iowa-Nebraska. Jones, popular columnist for "Better Theatres," formerly operated the Dawn Theatre at Elma, Ia., which was destroyed by fire last March.

The Northwood was purchased from Nathan Sandler of this city. L. E. Whitcome, its manager for the past 12 years, will remain until Jones has familiarized himself with the operation and then will retire for reasons of health.

Adds NT Holdings

WASHINGTON, May 17.—John B. Bertero, vice-president and director of National Theatres, Inc., purchased 1,000 shares of common stock in April bringing his holdings in the circuit to 2,700 shares, the Securities and Exchange Commission announced.

Harry Warner Cited By Medical Group For Aid to Science

HOLLYWOOD, May 17.—Harry M. Warner, president of Warner Brothers Pictures was presented with the Medical Achievement Award of Phi Lambda Kappa, national medical fraternity, at a dinner at the Statler Hotel.

Warner is the first non-medical man to win this annual honor, given by the fraternity's Los Angeles chapter, and which has been granted in the past only to outstanding physicians and medical researchers.

The film executive was selected for the award, said Dr. H. I. Lee, president of the fraternity's Los Angeles alumni club, because of his contributions to medical science.

Ohio Censor Suit Briefs Due June 8

COLUMBUS, May 17.—Briefs in the injunction suit to test the legality of film censorship in Ohio must be filed by June 8, declared presiding Judge Ralph Bartlett in Franklin County Common Plcase Court.

Harry Wright and John Harlo, attorneys for the plaintiff, and Assistant Attorney General Robert Leach have agreed to waive action on the temporary restraining order which pertains to collection of censorship fees and act on the permanent phase of the injunction. The plaintiffs claim that $300,000 collected yearly from the $3 per reel fee is not a fee but a tax and is discriminatory and illegal.

Joins Filmack

CHICAGO, May 17.—Filmack Studios announced the appointment of Elsa Aylward as assistant advertising manager. Mrs. Aylward was formerly advertising manager of the DeVry Corp., until the recent sale of its assets to Bell & Howell.

ASCAP Amendment

ASCAP's articles of association have been amended transferring the voting rights formerly held by deceased members to surviving close relatives. The amendment was presented originally by Oscar Hammerstein II.

NEW YORK THEATRES

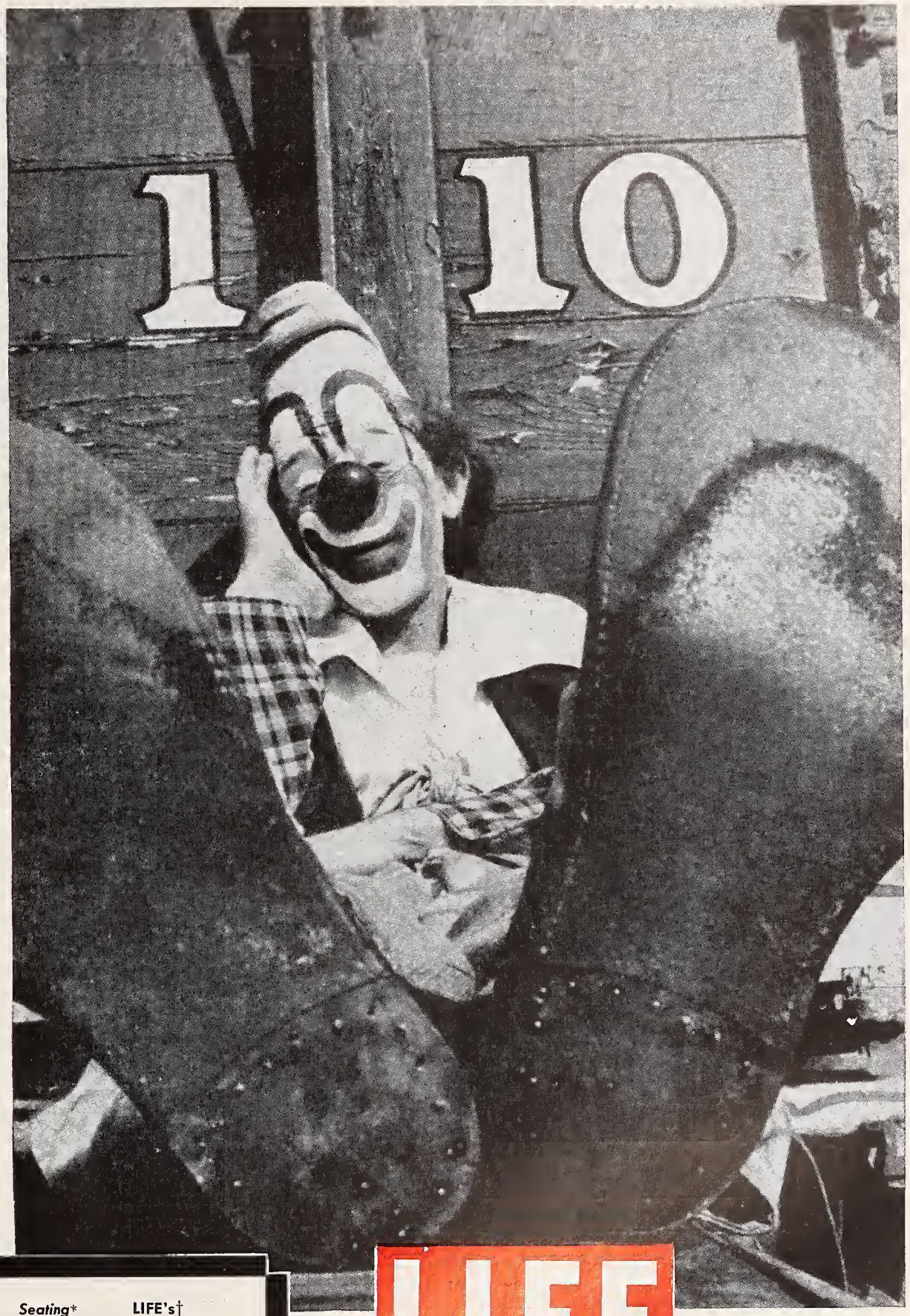
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Market Area	*No.* Theatres*	*Seating* Capacities*	*LIFE's† Audience*
Wash., D.C.	75	63,855	302,630
Grand Rapids, Mich.	23	15,447	73,340
Portland, Ore.	63	44,039	121,140
Little Rock, Ark.	17	11,502	22,450

*Source: *1954 Film Daily Year Book.* †Source: *LIFE Accumulative Audience in 696 Local Markets* (1950), by Alfred Politz Research, Inc.

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VistaVision

(*Continued from page* 1)

office representative, is scheduled to leave New York by plane tomorrow on a Latin American theatre survey with a view to setting up future demonstrations of Paramount's new production and screen presentation process. He will visit Mexico City, Havana, Lima, Rio de Janeiro and Caracas, returning in about two weeks to report on his findings.

Loren L. Ryder, head of the Paramount Studio technical research department, was scheduled to return to New York today by plane from England following a VistaVision theatre survey tour that included London, Paris, Frankfort and Rome. In each city he was to select a theatre for holding a demonstration of VistaVision for European exhibitors and other film industry representatives, newspaper writers and radio commentators.

Dr. Charles R. Daily, Ryder's aide, was in Toronto yesterday to assist in preparations for the VistaVision demonstration to be held Thursday at the Imperial Theatre. Barney Balaban, president of Paramount Pictures, is scheduled to personally present VistaVision to the Canadian film industry on that day.

Yale Gets Script

HARTFORD, May 17.—Harry F. Shaw, division manager of Loew's Poli-New England Theatres, has presented the official mimeographed "shooting" script of MGM's "Julius Caesar" to the Yale University Department of Drama at New Haven.

Review

"Black Horse Canyon"

(*Universal-International*)

JOEL McCREA, Mari Blanchard and newcomer Race Gentry deliver fine performances to make a refreshing Western of this story of a wild stallion, his pursuit and capture. Included in the plot is an amusing romantic triangle, occasioned by puppy love. The film offers some excellent photography and is in color by Technicolor.

The untamed horse, known as Outlaw, roams the Western valley where horse-breeders are trying to improve their stock. Miss Blanchard owned the horse as a yearling, but he ran away to hide in the hills. The story centers around her and McCrea's passion to capture him, not merely as a means of improving their stock, but also because of the challenge presented by his unbroken spirit. Murvyn Vye, as a neighboring rancher, decides to pursue the stallion as well. Gentry, as McCrea's teen-age companion, joins in the hunt and becomes infatuated with Miss Blanchard.

With a week in which to catch the stallion before he will be shot for destroying range property, the trio sets out in pursuit. In the ensuing chase, they capture the horse, lose him to Vye and his henchmen, then recapture him. Gentry then leaves the scene, temporarily, when he discovers Miss Blanchard's love for McCrea. But he returns in time to save his partner from the schemes of Vye and his group.

John W. Rodgers produced and Jesse Hibbs directed. Geoffrey Homes wrote the screenplay which is based on the Les Savage, Jr., novel, "The Wild Horse."

Running time, 81½ minutes. General classification. For release in June.

Technicolor

(*Continued from page* 1)

Kalmus added that Technicolor, Ltd., the British affiliate, had shown a net profit for the first quarter of 1954 of $299,149. He compared this favorably with the initial quarter in 1953 of $231,837 despite a two-week shut-down due to a strike earlier in the year.

William G. Rabe, director, and James Bruce, chairman of the trust committee, of the Manufacturers Trust Co. of New York, were elected to the board of directors of Technicolor at the meeting.

Pittsburgh 1st Runs Hit by Tram Strike

PITTSBURGH, May 17.—Downtown first run houses report that business is off as much as 50 percent while neighborhood theatres indicate a tremendous increase at the box office due to the bus and trolley operators strike which began here on May 9. There seems to be no immediate indication of a settlement. The larger theatres have been reacting to the situation by showing double features in an effort to hold off major productions until the strike is settled. For the local exhibitor this seems to have temporarily settled the product shortage since most have been able to hold a picture over as long as three or four weeks.

New Corporate Name

ALBANY, May 17.—Warner Brothers Service Corp., a Delaware concern, has changed its name to Stanley Warner Service Corp.

Subway Picks 'Man'

United Artists' "Man With a Million" has been named Picture of the Month for the New York subways.

Stereo

(*Continued from page* 1)

the forum. They were the 800-seat Monroe Theatre, Monroe, N. Y., (population, 1,753); the 840-seat Goshen, Goshen, N. Y., (population, 3,311), and the U. S., Paterson, N. J.

Wally Neithold, owner of the Monroe and Goshen, and Peter Adams, who operates the U. S., insisted on going ahead with the installations despite the new policies, Smith said. The exhibitors feel, Smith added, that their patrons deserve the best in sound, even though they are not aware of the technical advances. The opinions are that the advanced techniques add to the entertainment value, despite the fact that the new sound, in itself, will not bring customers to the box-office, Smith said.

Demand for CinemaScope On Increase in Canada

A sharp increase in orders for CinemaScope equipment in Canada as well as in the United States is reported by 20th Century-Fox division and branch managers in wires reaching Al Lichtman, 20th-Fox director of distribution. The messages indicate that many exhibitors are proceeding to equip their houses with full four-track magnetic stereophonic sound, while scores of others are making arrangements to show CinemaScope with one-track magnetic sound.

Among the Canadian circuits installing, or preparing to install, CinemaScope, said Lichtman, are Famous Players, United Amusements in Montreal, Allen's, Twinex and National Theatres in Toronto and the Spencer circuit in St. John, N. B.

Leases Florida Theatre

DAYTONA BEACH, Fla., May 17.—J. G. Millirons, who has been an exhibitor at Snyder, Okla., has leased the Florida Theatre here from W. R. Shafer.

Acquires 'Bird' Rights

HOLLYWOOD, May 17.—Gottfried Reinhardt, recently associated with M-G-M, has acquired rights to Bernard Scholtman's novel, "The Red Bird."

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Urge Global Theatre Union

(*Continued from page* 1)

films offered to the trade. The resolution will be sent to exhibitor associations throughout the world, including those in the U. S., soliciting their support.

The resolution asserts in part that "It is no concern of producers and distributors what equipment an exhibitor has. . . . They are in the business to make and sell films without any tags and not to give instructions."

Other indications of continuing exhibitor resistance to current developments are to be seen in CEA's technical adviser Leslie Knopp's statement that an anamorphic lens should be marketed at considerably less than the current price of £650 ($1,820) and that it is doubtful in his opinion whether the present form of anamorphic lens will be the lens of the future.

Dr. Knopp, incidentally, gave an unexpected boost to the Tushinsky lens at the CEA meeting. He had been asked the question of the lens' relation to the standard aspect ratio proposed in this country and now in the rest of Europe.

He replied that he felt the Tushinsky system would be generally adopted for economic reasons. He thought it would be advisable for exhibitors to adhere to the recommendation of 1.65:1 for the time being, and perhaps during the next six months or so the position with regard to aspect ratios and the types of lenses involved would be clarified. Ninety-four per cent of the theatres in this country could accept this ratio without alterations to the proscenium, Dr. Knopp declared.

The Knopp reference to developments "during the next six months" was accepted by the meeting as particularly significant. Exhibitors generally are coming around to the belief that many things will be "clarified" in six months; particularly in the event of that now projected alliance between exhibitors on both sides of the Atlantic being consummated.

Sales Staff Expanded By TV Subsidiary Of Allied Artists

Due to a larger national market for syndicated film, Allied Artists television subsidiary, Interstate Television Corp., is expanding its sales force even though no new product has been acquired for television distribution, Lloyd Lind, Interstate vice-president, said here yesterday.

Eighty feature-length westerns, that have been leased to TV networks and stations during the past 10 years, are being presented again on television, Lind said.

Interstate's present one-half hour shows that are appearing on TV are "Douglas Fairbanks Presents," a package of 39 shows; "The Amazing Tales of Hans Christian Andersen," a package of 26 shows, and 13 "Ethel Barrymore" programs. All of Interstate's television films are produced in Hollywood, Lind said.

USIA Films Futile, Castle Tells Senate

WASHINGTON, May 17.—Eugene W. Castle, former documentary film producer, urged a Senate appropriations subcommittee not to vote any funds for the government's overseas film program.

He said that for better or for worse, U.S. entertainment films portray American life as it is and are our best propaganda overseas, being shown to 200,000,000 persons weekly. U.S.I.A. documentaries are a "complete waste," he declared. In any event, he added, U.S.I.A. has enough documentaries on hand to supply the world for over five years.

Senators Bridges (R., N.H.) and Knowland (R., Calif.) listened with apparent sympathy as Castle declared that the U.S. had more friends abroad when it was spending a fifth as much as at present, on information programs.

Castle charged that the film service's panel of consultants, headed by Cecil B. De Mille, were never actually consulted by U.S.I.A. and in fact practically never functioned.

Parsons Buys Novel

HOLLYWOOD, May 17.—Producer Lindsley Parsons has purchased the screen rights to "The Intruder," novel by Helen Fowler, and has scheduled it as his fourth production this year for Allied Artists. First published in 1953, the book was a Literary Guild selection and also was reprinted in the "Reader's Digest" quarterly.

Hirth to New Haven

PHILADELPHIA, May 17.—Elmer Hirth, formerly a booker and buyer for William Goldman Theatres here, has been appointed film buyer for Stanley Warner Theatres in New Haven. Hirth was with the Goldman circuit 14 years.

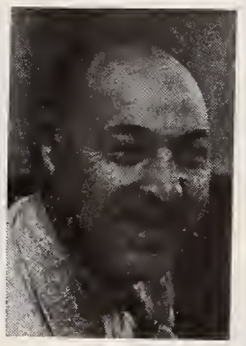
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MEMORY LANE—

When our good friend Dave Tebet phoned recently to inform us that Max Liebman's "Your Show of Shows" this fall will originate at NBC's Brooklyn studios (formerly Warners' Vitaphone Studios) it brought to mind days of a bygone but never to be forgotten era.



Pinky Herman

It was there, at E. 14th and Elm Sts. in Flatbush (in the period about 1909—and the name then was Vitagraph Studios), that John Bunny, Florence E. Turner, Maurice Costello, Harry Morey, Earle Williams, Anita Stewart, Lillian Walker, Wally Van, Wallace Reid, Flora Finch, Ken Casey (now a successful songwriter) Adele deGarde, Julia Swayne Gordon, Little Bobby Connelly, J. Stuart Blackton, Albert E. Smith, Sidney Drew, Larry Semon, Joe Rock, Bill Shea (Barnacle Bill), Evart Overton, Antonio Moreno, Clara Kimball Young, Naomi Childers, Rose Coghlan, Edith Storey, Teft Johnson, Lottie Pickford, Tom Powers, Mary Maurice, Marshall P. Wilder, E. K. Lincoln, James Morrison, Leo Delaney, Anders Randolph, George Cooper, Paul Kelly (child star), Alice Joyce, Mabel Normand, E. H. Sothern, Ralph Ince and Charles R. Kent (did we leave someone out?) made those early motion pictures. No, no, Abercrombie, old fellow, we definitely do NOT go back that far, but our personal recollection of this hallowed bit of Brooklyn, starts in 1930 when, as the N. Y. columnist for the old Hollywood Filmograph, we BMTeed to the Ave. M station to garner behind the scenes data.

With Sam Sax as studio manager were Murray Roth, chief director; Stuart and Rosalie Stewart, casting directors; Ed Dupar and Ray Foster, cameramen. Directors included Lloyd French, Joe Heneberry and Eddie Buzzell, Sid Rechetnik was with studio publicity, Dick Willis (now star of his own NBC-TV daily series), was in the make-up dep't. and some of the actors included Hal LeRoy, Fatty Arbuckle (comeback), Edgar Bergen, Mr. & Mrs. Jack Norworth, Fred Allen, James Barton, Ann Codee & Frank Orth, Chester Conklin, Wm. Demarest, Ruth Etting, Madge Evans, Joe Friscoe, Trixie Friganza, Eddie Foy, Jr., Lou Holtz and George Jessel. (Well, that's a fair list from memory.)

Come this fall, should Max Liebman, his staff or artists seem to find themselves harking to 'unheard sounds' or sensing the presence of 'unseen thespians,' it may not be figments of imagination, but rather echos and shadows of the unforgettable past, reawakened and given thrilling awareness to the wonders of the electronic 'Art of Make Believe.'

☆ ☆ ☆

With the enthusiastic response of the public to the new WABD kiddie series, "Funny Bunny" (after but three weeks the fan mail already totals in the hundreds), this station now presents 75 consecutive minutes of moppet entertainment which should warm the cockles of the hearts of anxious parents. From 5:15 to 5:30 P.M. Roy Doty charms with his "Adventures of Danny Dee," Wes Kenney's "Funny Bunny" takes in the 5:30-6:00 P.M. slot, followed by Pat Michael's "Magic Cottage." . . . Ex light and welterweight champ Barney Ross who turned in an ace announcing job yesterday on the new ABC 'Monday Nite Fite' series, and Jay Owen (ex-heavyweight boxer) who spiels the between rounds color, were last-minute choices. . . . Morton J. Metzler, Jr., one of the winners of the N. Y State scholarships, who graduates next month from the High School of Music & Art, is the son of Sylvia Rosenberg, private secretary to every ASCAP prexy starting with John Golden.

☆ ☆ ☆

Jimmy Demaret, star of Cornell Films' new telefilm series, "The Jimmy Demaret Show," not only is one of the most popular sports figures around but is one of the hardest workers. To plug the series (39 subjects) Jimmy has already guested on 10 programs including "Dave Garroway Show" twice, "Jane Froman Show," "I Love Lucy." Stars who appear in the 'Demaretinue' include Bob Hope, Bing Crosby, Jerry Colonna, Sam Snead, Bobby Jones, Ted Williams, Gene Sarazen, to mention a few. . . . Is Earl "Fatha" Hines secretly wood-sheddin' another musical aggregation? Used to have a great band.

Butterfield Loses in Bid for TV Channel; WJR Gets the Nod

WASHINGTON, May 17. — The Federal Communications Commission rejected an application by W. S. Butterfield Theatres for a Flint, Mich., television station, and instead gave the channel to WJR, The Goodwill Station, Inc.

Defeated with Butterfield in a bid for the channel was Trebit Corp. An FCC examiner in April 1953 had recommended the channel go to Trebit. The Commission said WJR had a better program proposal than either of the other applicants.

5 Start, 5 Finished, 28 Pictures in Work

HOLLYWOOD, May 17.—Start of five pictures and completion of five others maintained the over-all shooting-level of production at 28 as of the weekend.

New undertakings: "Jungle Gents" (A-A); "Crashout," Palo Alto Prod. (Ind.); "Conquerer" (RKO); "Jupiter's Daughter" (MGM); "Shield for Murder," Aubrey Schenck-Howard Koch (U. A.).

Finished: "Adventures of Hajji Baba" (A-A); "Race for Life," Hammer (Lippert); "Rogue Cop" (MGM); "Where the Wind Dies," Bogeaus (RKO); "Battle Cry" (Warner).

Albany VC Awards Membership to 5

ALBANY, May 17.—Variety Club Tent No. 9 presented honorary membership in the International Variety Clubs to five citizens for their cooperation in the Boys' Club summer project.

Charles A. Smakwitz presented the membership to Gene Robb, publisher of the Times-Union; Cornelius J. Heffernan, city editor; Mark D. Bohen, circulation manager; John E. Prime, president of the Albany County Restaurant and Liquor Dealers Assn., and Frank Corenti, former association president.

All Safe In Fire

BUFFALO, May 17.—Possible tragedy was averted here Saturday when Edward E. Whalen, manager and co-owner of the Walden Theatre, noticed a fire in his projection booth during the matinee and calmly led more than 150 children safely out of the building. The blaze was reported to have been caused by a short circuit or defective wiring. Damage was estimated at about $3,000.

'Bride' Bows May 27

"Always a Bride," J. Arthur Rank comedy, will have its American premiere at the Art, Beekman and Gramercy Theatres here on May 27, it has been announced by Universal Pictures, the U. S. distributor.

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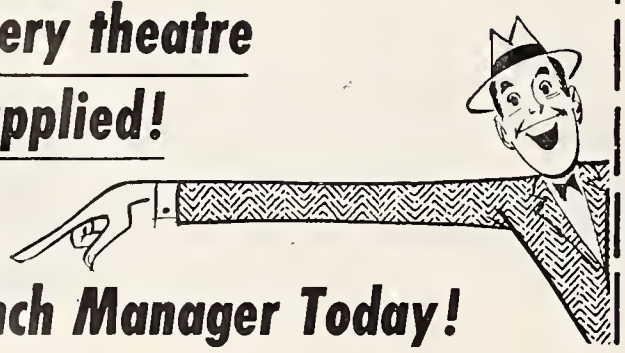
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New Faces · in Glorious Color
Night People · color by Technicolor
Prince Valiant · color by Technicolor
River Of No Return · color by Technicolor
3 Coins In The Fountain · color by DeLuxe
Demetrius and **The Gladiators** · color by Technicolor

**

The Raid · print by Technicolor
The Rocket Man
Gorilla At Large · color by Technicolor
The Siege At Red River · color by Technicolor
Man In The Attic
Racing Blood · Supercinecolor
Man Crazy
Miss Robin Crusoe · Pathecolor
Thy Neighbor's Wife
Inferno · color by Technicolor
Vicki
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VOL. 75. NO. 96 NEW YORK, U.S.A., WEDNESDAY, MAY 19, 1954 TEN CENTS

COAST JUDGE RULES DECREE OF 1940 WAS 'STOP-GAP' MEASURE

HOLLYWOOD, May 18.—In a decision regarded as precedental with respect to other anti-trust suits now pending, Federal Judge Harry C. Westover yesterday ruled that the 1940 government consent decree was actually a "stop-gap" measure, rather than a permanent one and that the government suit against Paramount, et al, therefore was pending during the 1940-1950 period.

For that reason, the jurist ruled, motions by defendants in

(*Continued on page 6*)

Due to Three Factors

Outlook for Rest of 1954 Encouraging: Goldenson

By LESTER DINOFF

While theatre grosses and earnings were off during the first quarter and are continuing into the second quarter of this year, the outlook for the remainder of 1954 is much more encouraging, Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, reported yesterday at the company's annual stockholders' meeting at the Hotel Astor here.



L. H. Goldenson

With first quarter grosses holding close to those of last year, earnings were off primarily because of three factors, Goldenson said:

¶ Higher film rentals, resulting in

(*Continued on page 4*)

Perspecta Sound Policy to Stand Abroad, Loew Says

LONDON, May 14 (By Air Mail).—Loew's will not change its recently announced policy here of insisting upon full Perspecta sound gear in all "important houses" playing Perspecta pictures, Arthur Loew, president of Loew's International, told a press conference here following demonstrations of the new sound technique.

However, the phrase "important houses" will clearly demand much

(*Continued on page 5*)

Goldenson Frowns On Reissue Policy

The playing of reissues in theatres has cut off a vast segment of the theatre-going public, Leonard H. Goldenson, president of American Broadcasting Paramount Theatres, declared yesterday at the annual meeting of stockholders.

Theatres which play reissues have no choice, he said, and provide entertainment for the benefit of a small minority which hasn't seen the film on its initial run.

FOX STOCKHOLDERS WON BY C'SCOPE

More Time to Divest to Be Asked by NT

WASHINGTON, May 18.—National Theatres will ask the Justice Department for another extension of its divestiture deadline, it was understood today.

The circuit is supposed to complete its divestiture program by June 7. Under the original 20th Century-Fox consent decree, it was to have sold 110 theatres in two years. National has already received two six-month extensions of the divestiture deadline, and when the last extension was granted in December, still had about 27 theatres to dispose of.

Fred Waller Dead; Invented Cinerama

Fred Waller, 68, inventor of Cinerama and a veteran of 40 years in the industry, died yesterday at his home in Huntington, L. I., following a protracted illness. A winner of an Academy Award this year for his work in the new medium, he was unable to make the trip West to receive the citation.

Born in Brooklyn, Waller pioneered in photographic research since the early days of the industry. At the time of his death he was a fellow of the Society of Motion Picture and Television Engineers. He is survived by his widow and a stepson.

Criticism Turned to Praise; First Quarter Profit Double Year Ago

With CinemaScope successfully launched and 20th Century-Fox's profits up substantially in 1953 over 1952, and with profit for the first 1954 quarter double that of the same quarter of 1953, the 20th Century-Fox annual meeting of stockholders at the home office yesterday was a love feast compared with last year's meeting when a proxy fight led by Charles Green challenged the company management headed by president Spyros Skouras.



Spyros Skouras

Yesterday, Green took the floor at the meeting to commend management

(*Continued on page 6*)

Senate Group Passes House Tax Relief Bill

WASHINGTON, May 18.—The Senate Finance Committee today approved with some changes the House-passed provisions laying down new rules for taxing partnerships. The Finance Committee is voting on the House-approved technical tax relief bill, and from time to time is an-

(*Continued on page 5*)

AB-PT TO CONSIDER PRODUCTION IF FILM SHORTAGE CONTINUES

American Broadcasting-Paramount Theatres will give serious consideration to enter the production ranks if Hollywood producers, within a year, do not deliver sufficient films to keep theatres operating, Leonard H. Goldenson, AB-PT president, said at the annual stockholders meeting here yesterday.

Replying to a statement by a stockholder who urged the theatre organization to produce its own films for exhibition, Goldenson said that the company "is aware of the scarcity of films which is caused by the separation of theatres from distribution."

"Arrangements have been completed by Italian film producers, whom I have urged to utilize American directors and writers, to deliver six to nine 'A' pictures this year to the U. S.," Goldenson said. Some of the Italian films which Goldenson referred to were "The Barefoot Contessa," which will be distributed by United Artists; "Helen of Troy," a Warner Brothers release; "Mambo," "Ulysses," and others which will be released here by I.F.E. Releasing Corp. and other companies.

"This summer I am going to Ger-

(*Continued on page 5*)

No Fox Films for Pay TV: Skouras

Twentieth Century-Fox's policy continues to hold theatres, rather than television — either the free or subscriber versions— to be the proper outlets for its product, Spyros Skouras, president, made it clear in reply to stockholders' questions at the annual meeting yesterday.

"We have been approached and have refused to sell our films to subscription TV," Skouras said. "We believe the future is in the theatres. That's why we developed CinemaScope."

Personal Mention

SILAS F. SEADLER, M-G-M advertising manager, will return to New York Monday from the Coast.

•

JOHN R. HESSE, son of the late JOHN R. HESSE, Connecticut district manager for Stanley Warner Theatres, has been named to the editorial board of the Yale Scientific Magazine, New Haven.

•

JONAS ROSENFIELD, JR., I.F.E. Releasing Corp. vice-president in charge of advertising-publicity, will fly from New York to Rome on Friday via LAI.

•

CHARLES C. MOSKOWITZ, vice-president and treasurer of Loew's, Inc., will return to New York from Miami at the end of this week.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Salt Lake City from New York enroute to Los Angeles.

•

EMERY WISTER, motion picture editor of the "Charlotte News," will leave there June 4 for his annual trip to Hollywood.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subjects and newsreel sales, will arrive in Kansas City today from New York.

•

FRANK ROSS, producer, and his wife, JOAN CAULFIELD, are scheduled to arrive here early next month by plane from Hollywood.

•

MIKE SIMONS, M-G-M exhibitor relations head, will return here at the weekend from Lake of the Ozarks, Mo.

•

DOLPH SCHADLER, assistant treasurer of Loew's, Inc., will leave here at the end of next week for Hollywood.

•

JOSEPH SAPERSTEIN, division buyer and booker for Fabian Theatres, has entered Albany (N. Y.) Hospital following a heart attack.

•

JAMES STEWART and MRS. STEWART will leave New York for Europe today aboard the "Queen Elizabeth."

•

HENRY LEVIN, director, will leave New York today for London via B.O.A.C. Monarch.

•

PETE SMITH will leave New York at the end of this week for Beverly Hills.

•

TOM ROGERS, M-G-M radio and TV contact, will be discharged from Flower Hospital here next week.

•

MARY ALICE HOFFMAN, booking clerk at the M-G-M branch in Buffalo, spent the weekend in New York.

•

MARIO ARONNE has been named assistant manager of the Art Theatre, Hartford.

•

HARRY FINGER has been named general manager of the Mansfield (Conn.), Drive-in Theatre.

Brochure of Compo Ads Issued by NSS

Free distribution to exhibitors of the advertisements published by the Council of Motion Picture Organizations in "Editor & Publisher" was started yesterday by Herman Robbins, president of National Screen Service and COMPO treasurer. Robbins acted on the theory that everybody in the industry should read the ads. Robbins had the first eight "Editor & Publisher" insertions made into a brochure which will be included in shipments of National Screen material to the company's exhibitor accounts.

All Will Be Distributed

As soon as they become available, subsequent "Editor & Publisher" ads will be distributed in a similar manner, until all of the 26 advertisements presently scheduled by COMPO shall have been distributed. The second brochure will contain eight more ads and the third will be made up of the final 10 ads in the current series.

In addition to this distribution, Robbins has had extra copies published for COMPO so that they may be distributed to the personnel of the home offices and exchanges of the major companies.

"I believe these advertisements are one of the finest things the industry has done for its public relations," Robbins said yesterday. "They are a simple, clear and understandable statement of the position of our industry, and especially of our motion picture theatres, and as such should be in the hands of every exhibitor.

Wants Them Passed On

"In giving these advertisements this extra circulation it is my hope that every exhibitor receiving them will show them to his local editor and to others in his community whose good opinion he desires."

Canadian Investors Buy Up FPC Stock

TORONTO, May 18.—The offer of 328,000 shares of Famous Players Canadian Corp. by Paramount-International Films, Inc., at $23.50 was snapped up by Canadian investors, according to the Toronto underwriters, the result being an appreciable increase in the number of stockholders in this country. New York Paramount continues to hold a slight edge in the common for control.

Prior to the sale, Famous Players had 5,244 shareholders, of whom 5,122 were resident in Canada.

'Salt' Gets Substitute Booking in Chicago

CHICAGO, May 18.—The Cinema Annex, West Side theatre which has been playing foreign films, mostly Italian and Russian, for several months past, has booked "Salt of the Earth," alleged Communist-inspired film made by some of Hollywood's "Unfriendly Ten." The picture is scheduled to open there May 28. A previously scheduled booking of the film here was cancelled by the Hyde Park Theatre.

Says Reds Like New Czarist Film

"Anna On His Neck," a picture based on the Chekhov short story now being featured at 24 theatres in Moscow, has had a big reception by the public, according to a New York "Times" report. The film depicts in color the champagne parties, swaggering noblemen and singing gypsies that were prevalent and symbolic of the Czarist regime overthrown by the Communist revolution, the "Times" reported.

Record Turnout Seen For UJA Luncheon

"A record turnout of top industry leaders" has been predicted for the annual motion picture and amusement industry luncheon for the 1954 United Jewish Appeal tomorrow, at the Hotel Pierre, at which Spyros P. Skouras, president of 20th Century-Fox, will be honored "for his services to motion pictures and to humanity." This was stated by Adolph O. Schimel, vice-president, secretary and general counsel of Universal Pictures Co., campaign chairman.

The motion picture and amusement men have established a goal of $750,000 for the current drive.

The major financial objective of the United Jewish Appeal of Greater New York's 1954 campaign is to raise the Metropolitan area's share of the goal of $119,921,150 set by the nationwide United Jewish Appeal to meet the needs of its constituent agencies—the United Israel Appeal, Joint Distribution Committee (including ORT), United Service for New Americans and the New York Association for New Americans. In addition, New York UJA aims to provide the local proportion of $2,232,155 required this year by the National Jewish Welfare Board, and $1,530,141 by the American Jewish Congress.

Arthur Price, Publicist

Funeral services were held here yesterday for Arthur Price, 51, who had served on the publicity staffs of Loew's Theatres, M-G-M and Allied Artists. Price died Monday night at Bellevue City Hospital of a heart ailment after a long illness. He is survived by his wife, a daughter and two sisters.

Misses Day, Bishop East

Laraine Day and Julie Bishop, two of the stars in Wayne-Fellows' "The High and the Mighty," have arrived in New York for a series of newspaper, TV and radio interviews in advance of the picture's Broadway opening. The film will have a dual-city world premiere in Hollywood and San Francisco on May 27.

Schlaifer in D. C.

Charles Schlaifer, president of the advertising agency bearing his name, is in Washington where he will appear today, in his capacity as co-chairman of the National Mental Health Committee, before the United States Senate Subcommittee on Health.

Summer List Of Films Set By Paramount

In order to counteract the summer slump and "keep theatres thriving," A W. Schwalberg, president of Paramount Pictures Distributing Corp., has announced that his organization will release "big pictures" during July and August.

"The Greatest Show on Earth," the Technicolor Academy Award winner, with Betty Hutton, Charlton Heston, Cornel Wilde, James Stewart, Dorothy Lamour and Gloria Grahame, will be re-released. Dena Productions' "Knock On Wood," starring Danny Kaye and Mai Zetterling in color by Technicolor; Martin and Lewis and Janet Leigh in "Living It Up," also in Technicolor, and the Hal Wallis production, "About Mrs. Leslie," with Shirley Booth and Robert Ryan, are scheduled for summer release.

Other future releases named by Schwalberg were "Rear Window," "Ulysses," "Sabrina," "White Christmas," "Conquest of Space," "The Country Girl," "The Bridges at Toko-Ri" and "Strategic Air Command."

Grainger, Boasberg To Confer on Coast

J. R. Grainger, president of RKO Radio, scheduled to return to New York from Hollywood later this week, has delayed his trip due to pressing business matters.

Charles Boasberg, general sales manager, will plane to Hollywood tonight for conferences with Grainger on sales and product.

Anderson Finishing Film

Ano Productions are finishing shooting, at the Fox Movietone Studios, the all-English musical drama, "Singing in the Dark," written by Aben Kandel, co-starring Moishe Oysher and Joey Adams and produced by Leonard Anderson. Adams is also executive producer, with Max Nosseck directing. The picture will be ready either for State Rights or road show releases about the middle of July.

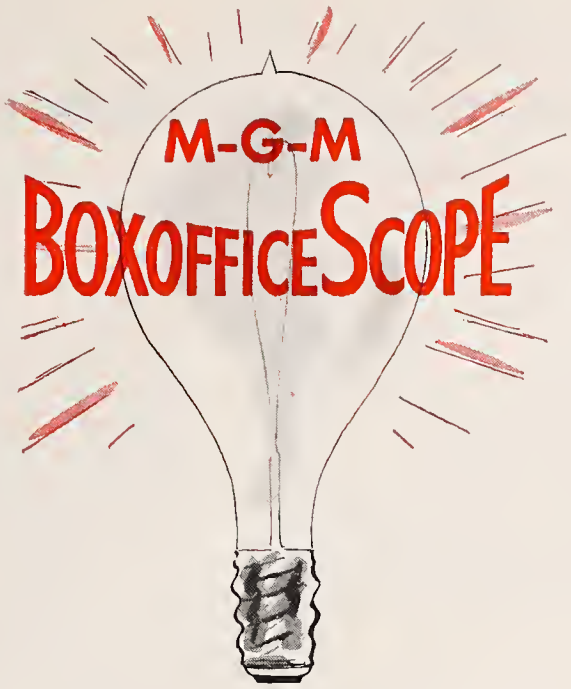
'Stranger' Tour Ended

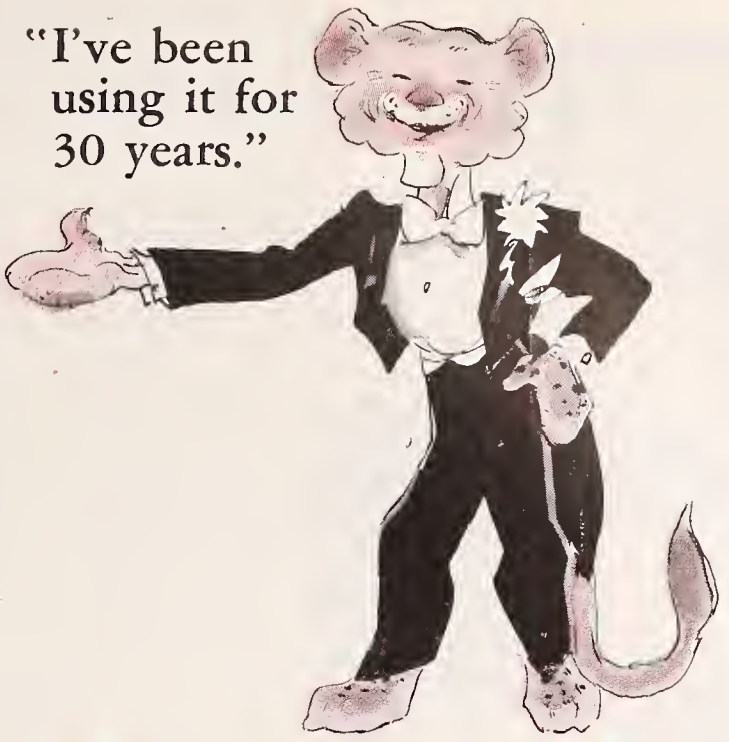
The 10-week tour of Dick Weaver, United Artists publicity specialist, on behalf of "Not as a Stranger," brought the film to the attention of 57 major newspapers, 97 major booksellers and 26 radio and TV stations, it was disclosed yesterday by Francis M. Winikus, UA national director of advertising, publicity and exploitation, who stated that he plans to use this promotional method for other UA films in the future.

Mindlin Resigns

CHICAGO, May 18.—Fred Mindlin, manager of Lopert's Ziegfeld, a downtown art house here has resigned effective May 22 and will be succeeded by Tom Dowd, formerly with the Beacon Hill Theatre in Boston.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, PR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.





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New Nationwide Triumph!

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Starring Academy Award-Winning William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch



The Title Says It!

"FLAME AND THE FLESH"

(Technicolor)
Lana Turner, Pier Angeli, Carlos Thompson



Popular With The Fans!

"RHAPSODY"

(Technicolor)
Elizabeth Taylor, Vittorio Gassman, John Ericson, Louis Calhern



Cash Register Rings!

"VALLEY OF THE KINGS"

(Color)
Robert Taylor, Eleanor Parker, Carlos Thompson



Next Big Musical!

"THE STUDENT PRINCE"

(CinemaScope—Color)
Ann Blyth, Edmund Purdom, and the singing voice of Mario Lanza



"PRISONER OF WAR"

Tests playing "A" time prove exploitation pay-off!

Ronald Reagan, Steve Forrest, Dewey Martin, Oscar Homolka



"MEN OF THE FIGHTING LADY"

Thrills of Navy Jet Pilots!

(Color) Van Johnson, Walter Pidgeon, Louis Calhern, Dewey Martin, Keenan Wynn, Frank Lovejoy

2nd Year!

Lili

Still the Hit of N. Y.



Repeat bookings for "Lili" terrific nationwide!

(Technicolor) Leslie Caron, Mel Ferrer, Jean Pierre Aumont



Outlook Encouraging: Goldenson

(*Continued from page* 1)

great measure from a shortage of pictures.

¶ Increased depreciation charges, due to installation of stereophonic sound and wide screen equipment.

¶ Television, especially in the South and Midwest where new TV stations have sprung up.

The AB-PT head stated that the number and quality of box office pictures that have been released thus far in 1954 have not been comparable to product released last year and the grosses were adversely affected. "The effect of these conditions is sharpened by the fact that many distributors are holding back the release of their pictures until the third quarter," Goldenson stated.

Cites 'Peaks and Valleys'

This is quite serious in this business for it creates peaks and valleys in an industry which requires a steady flow, he said. "The limited number of box office films available not only has resulted in lower grosses, but has also required theatres to pay excessive rentals and to play films for over extended periods of time," Goldenson said.

The executive explained to the stockholders that films, which would normally play one week in a house, would be held over for another seven days, frequently eliminating profits made during the first week.

Third quarter business is expected to improve due to the additional films made available for exhibition and the business improvement will be augmented by the reduction of the Federal tax on theatre admissions, Goldenson said. "Benefits from the tax should be reflected at that time, for AB-PT theatres have generally maintained their existing prices and retained the tax saving," he said.

The inroads of television into the theatre business have been felt, the AB-PT head stated, and it is affecting business in small towns throughout the South and Midwest. "Approximately 15 new TV stations are operating in towns where AB-PT theatres are located in Texas, 20 new TV stations in Alabama, Georgia and the Carolinas, eight in Florida, nine in Illinois, six in Iowa and 10 in Minnesota and the Dakotas," he said.

"I do not feel, however, that the impact of TV on our theatres in these areas will be as prolonged as the effects of TV several years ago in other parts," Goldenson told the meeting. "Theatre business has picked up in areas such as Detroit and Chicago since 1952, as the novelty of TV has worn off," he said.

Goldenson told of American Broadcasting Co. agreement with Walt Disney, the television network's Fall coverage of outstanding NCAA football games every Saturday, and the investment by AB-PT in Disneyland, a 160-acre project which will be completed by mid-summer of 1955.

Heavy Use of New Media

"AB-PT has recently had large expenditures—over $6,000,000 for theatre sound and wide screen equipment, of which $3,600,000 was spent in 1953," the circuit head declared.

Goldenson re-enlightened the stockholders on the AB-PT financial status. "As you know, in 1950 we borrowed $36,250,000 from the Metropolitan Life (with maturities commencing on July 1, 1956) and $8,750,000 from three banks. This was a re-financing of our previous bank loans which called for relatively short maturities and heavy annual payments. With the ABC merger, we assumed the ABC debt amounting to approximately $10.500,000.

"We have paid, or prepaid, the $8,750,000 bank debt down to $1,750,000, of which one-half is payable on July 1, 1955, and the remainder on Jan. 1, 1956. During 1953, $8,200,000 of the ABC debt was retired and of the unpaid balance, $1,000,000 remains payable to a bank on Nov. 1, 1955. Therefore, the balance owed to four banks and due next year amounts to $2,750,000. In keeping with our practice of staying one year ahead of maturities, we would have paid off the $2,750,000 this year if we had not made the following arrangement.

"We recently worked out with these four banks a $5,000,000 loan arrangement which includes the re-financing of the $2,750,000. This $5,000,000 is payable over approximately seven years. We intend to continue our practice of staying one year ahead of maturities and, accordingly, we will pre-pay this year $800,000 which would be due under this new arrangement in 1955."

"Despite heavy cash outlays, the AB-PT cash position is strong," he said. "Depreciation in this first quarter amounted to $2,081,000 as compared with $1,751,000 last year and combining depreciation with net earnings, our cash throw-off was $3,120,000 as compared with $3,231,000 for the previous year," Goldenson reported.

"Metropolitan Life and the banks have consented that our unrestricted earned surplus be increased from $3,900,000 to $8,500,000 and it will be available for dividends and for the retirement of preferred stock will be the sum of $8,500,000 plus earning accrued from operations after the year end 1953," he said.

The stockholders of AB-PT re-elected the present board of directors to serve for the coming year. The directors are: Earl E. Anderson, John Balaban, A. H. Blank, John A. Coleman, Charles T. Fisher, Jr., E. Chester Gersten, Goldenson, Walter W. Gross, Robert H. Hinckley, Robert L. Huffines, Jr., William T. Kilborn, Robert E. Kintner, Walter P. Marshall, Edward J. Noble, Robert H. O'Brien, Herbert Schwartz, Robert B. Wilby, and Owen D. Young.

Directors Coleman, Gersten and Hinckley do not hold stock in AB-PT. However, Goldenson stated, that Coleman was instrumental in securing the Metropolitan Life loan for the company.

AB-PT Microwave Interest, $165,000

American Broadcasting-Paramount Theatres has invested $165,000 in Microwave, Inc., an electronic concern, Leonard H. Goldenson, AB-PT president, said yesterday at the stockholders' meeting.

"The investment has improved over the past three years and within the near future, Microwave will be earning an expected $5,000,000 per year," he said.

AB-PT Holds a 35% Disneyland Interest

American Broadcasting-Paramount Theatres has a stock interest of approximately 35 per cent in Disneyland for an investment of $500,000, Leonard H. Goldenson, AB-PT president, told assembled stockholders at the annual meeting yesterday.

"AB-PT also has contingent obligations to lend additional funds or cause them to be lent," Goldenson said.

Disneyland has been described by its creator, Walt Disney, as a "combination World's Fair, a playground, a community center, a museum of living facts, and a showplace of beauty and magic." A research report from Stanford University, the circuit head stated, indicates that 2,500,000 will visit the project, located outside of Los Angeles, during its first year, with 5,000,000 visitors per year thereafter.

The American Broadcasting Co. has first call on all of Disney's product, old and new, Goldenson stated. The film maker has an agreement with ABC-TV for an hour show this fall, he said.

8 Disney Cartoonist Units to Go on Tour

By the end of May, eight units of Walt Disney cartoonists will be touring all sections of the country to aid local promotions of "Pinocchio," Charles Boasberg, RKO's general sales manager, announced yesterday. On June 7, another group of Disney artists will begin publicizing the Technicolor feature cartoon throughout Canada.

This means of promoting "Pinocchio" proved so successful during Easter vacation bookings in New York and New England that it was decided to follow the pattern in other engagements, Boasberg said.

Pay-as-See TV Held No Threat By Goldenson

Pay-as-you-see-it television does not pose a threat to motion pictures, Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, declared yesterday in reply to a stockholder query at the company's annual meeting here.

"Pictures are designed for disciplined audiences in theatres where there is a high degree of concentration which fee-TV can not give to a home audience," Goldenson answered stockholder Leonard Connors.

'Few Top Shows Available'

The AB-PT president said that before any form of subscriber television could become a threat to the industry, the public would have to accept it as top entertainment events, such as the World Series, which have been presented on television in homes at no charge. "Few top shows are available to toll-television and the medium of entertainment has to iron out many problems such as servicing, collections, etc.," Goldenson said. "The superstructure for home television of this sort is fantastic," he said.

AB-PT May Produce

(*Continued from page* 1)

many to try to stimulate production and urge producers to hire American talent," he said. Goldenson specifically named the UFA Studios in his statement.

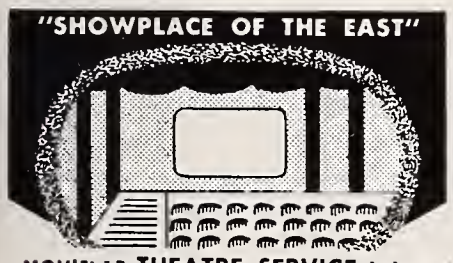
AB-PT is closely watching the product shortage and if enough films are not produced to keep houses in operation, then serious consideration will be given the production of films by the circuit, Goldenson said.

'Canyon' Bows in S.F.

"Black Horse Canyon," Universal-International's new Technicolor adventure drama starring Joel McCrea, Mari Blanchard and introducing Race Gentry, will have its world premiere at the Golden Gate Theatre in San Francisco on Wednesday, launching a series of openings throughout the territory.

Berthelon Joins Jaguar

HOLLYWOOD, May 18.—George Berthelon, formerly associated with Paramount Pictures in production, has joined Jaguar Productions here in an executive capacity. His initial assignment will be "Drum Beat."



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MGM Films in 2 Sound Processes

M-G-M's CinemaScope productions will be available in four-track magnetic or Perspecta stereophonic sound which can be used on a single optical track, the film company stated yesterday. THE MOTION PICTURE DAILY yesterday inadvertently reported that M-G-M CinemaScope films would be available in all forms.

45 MGM 1-Reelers; 4 To Be In 'Scope

M-G-M will have 45 1-reel short subjects, in addition to 104 issues of News of the Day, for release during the 12-month period starting Sept. 1, according to William B. Zoellner, in charge of sales for short subjects and newsreels.

The list will be headed by 16, color by Technicolor cartoons, four of which will also be made available in CinemaScope for theatres so equipped.

Additionally, there will be five Technicolor Musical Gems in CinemaScope. These will include the following titles: "Merry Wives of Windsor," "Poet and Peasant," "The Jubilee Overture," and "The Thieving Magpie." The fifth subject is now in production. In most instances, exhibitors have been showing these musicals as overtures to such features as "Knights of the Round Table," "Rose Marie," and "The Student Prince." "The Thieving Magpie" will be made available with "Seven Brides," to be released in August.

Plan Six Traveltalks

There also will be eight "Gold Medal Reprint Cartoons" and six FitzPatrick TravelTalks in Technicolor, and ten Pete Smith Specialties. The FitzPatrick TravelTalks have been chosen from the list of subjects the producer has made over the years. The titles of the specific subjects to be re-released are: "Yosemite the Magnificent," "Grand Canyon, Prince of Creation," "Picturesque Patzcuaro," "Glacier Park and Waterton Lakes," "Mexican Police on Parade" and "Mighty Niagara."

Senate Group Passes

(*Continued from page* 1)

nouncing its tentative decisions. Another batch of decisions was announced today.

The present law contains no clear rules for taxing partnerships, a favorite form of business organization in the exhibition field. The pending bill would set out clear rules in the law for the first time. One change made by the Finance Committee would make the new partnership provisions generally effective Jan. 1, 1955, rather than Jan. 1, 1954 as provided by the House.

The Finance Committee approved a House provision to outlaw "collapsible" partnerships effective March 9, 1954.

The Committee also approved a provision to permit writers and other "artists" to spread income over three years if they worked more than 24 months earning it and if they get most of the return in one year. At present, they must have worked on it 36 months or more to spread it over three years.

Loew, on Perspecta Policy

(*Continued from page* 1)

closer definition before the edict becomes operative.

Key to the situation will likely be found in the policy adopted by ABC, traditional release channel here for Metro pictures. The circuit hitherto had obdurately refused to accept any kind of stereophonic sound. Its high executives heard Perspecta for the first time at the general demonstration. Later, a circuit spokesman said: "There is nothing to add to our previous policy statement in regard to stereophonic sound."


Arthur Loew

Further Perspecta demonstrations will be held, Loew said, in key centers, in association with Paramount and Warners. Negotiations are in progress with G. B-Kalee, British Thomson Houston, RCA and Westrex for the manufacture of the integrator gear here. The franchise document operating in the U. S. requires to be "Anglicised," Loew added.

Sale-price of the integrator obviously hasn't yet been fixed, but Loew "thought" that it would probably cost exhibitors at least 20 per cent less than magnetic sound.

Not more than 20 to 25 per cent of the company's product will be shot in CinemaScope according to present intentions and in any event all pictures in the new medium will be available also in conventional form.

Loew protested that Perspecta was no showman's "gimmick" or magic nostrum for show business ills. "We don't regard Perspecta as having novelty value," he said. "Exhibitors have been led to expect miracles from new sound techniques. We believe that all these developments, of which Perspecta is one, are natural progressive steps in improving picture presentation."

Kodak Earnings Up 24% For Quarter

ROCHESTER, May 18. — An increase of 24 per cent for the initial quarter of 1954 over the same period last year, totaling consolidated net earning for Eastman Kodak of $12,297,275 as compared to $9,916,028 from January-March 1953 was announced here today at a meeting of company directors by Albert K. Chapman, president, and Thomas J. Hargrave, chairman. This amounts to a quarterly earning of 70 cents on each of the 17,401,210 shares of outstanding common stock.

The $26,880,520 earned before taxes was a drop of 14 percent from the same period in 1953, reported the executives. Consolidated sales were also down about 14 per cent with a total of $131,898,664, they added.

Tax Removal Credited

Hargrave and Chapman credited the removal of the excess profits tax for the net increase.

A quarterly dividend of $1.50 (six per cent) per share was declared on preferred stock and 45 cents per share on common stock, both payable on July 1 to holders of record on June 4.

Donald McMaster, Kodak vice-president and general manager, and Gwilym A. Price, president of Westinghouse Electric, were elected to the board of directors of Eastman Kodak at the meeting. Both will fill unexpired terms, according to company spokesmen.

Only 127 U. S. Films In Argentina in '53

WASHINGTON, May 18.—Only 127 U. S. films were released in Argentina in 1953, compared to 210 in 1952, according to Commerce Department film chief Nathan D. Golden.

Spanish and Italian films made the sharpest gains and were the principal foreign competitors of U. S. films, Golden said.

The Commerce report declared that of 30 films grossing more than 500,000 pesos in first-run Buenos Aires theatres, 16 were U. S. films, seven were Argentine, four Italian, and one each from the British, Russian and French.

Fairchild Perspecta Sound to 15 Nations

Shipments of Fairchild Perspecta stereophonic sound integrators to 15 nations were announced yesterday by Sherman M. Fairchild, president of the Fairchild Recording Equipment Co., Whitestone, L. I.

The Fairchild company has design-developed, and is in heavy production on, the new stereophonic sound system for theatres which produces three-speaker sound from a single, standard optical sound track, Fairchild said.

Initial shipments have been made to Canada, France, England, Sweden, Denmark, Australia, Japan, Brazil, Italy, Finland, Peru, India, Egypt, South Africa and Germany.

Among other installations the Fairchild Perspecta integrator, heart of the new sound system, was demonstrated recently before the Prime Minister of Australia and at the Cannes Film Festival where it was used with the M-G-M film, "Knights of the Round Table," it was said.

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Stockholders for CinemaScope

(Continued from page 1)

on its report to the company's stockholders.

Skouras reported 20th-Fox profit for the first 1954 quarter at $2,048,030 after provision of $1,990,000 for taxes. The result compares with profit of $1,023,965 in the first quarter of the previous year and is equal to 74 cents per share, compared with 37 cents a year ago.

Annual Report Issued Earlier

The company's annual report for 1953 was made public earlier.

Skouras told the meeting that the company's worldwide film rentals of $105,662,000 last year were the highest in the company's history and compared with $93,167,000 in the preceding year, or an increase of 13.4 per cent.

He told the stockholders that 4,600 theatres in the U. S. and Canada are equipped for CinemaScope now and that the company estimates that 7,500 will be equipped by September 1, and that by the end of the year 10,000 "will be able to play CinemaScope productions." Skouras said that 1,500 theatres abroad are equipped "or to be equipped" for CinemaScope now and that Murray Silverstone, president of 20th Century-Fox International, estimates that 4,000 will be so equipped by the end of the year.

200 Stockholders Present

There were approximately 200 stockholders present in person at the meeting, almost filling the home office Little Theatre. With 2,111,665 shares, or 76.94 per cent of the stock outstanding, being voted at the meeting, all directors were reelected. They are: L. Sherman Adams, Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, Kevin C. McCann, William C. Michel, B. Earl Puckett, Spyros P. Skouras, and Gen. James A. Van Fleet.

Skouras announced that directors have authorized payment of the regular 25-cent quarterly dividend and an extra dividend of 10 cents on June 26, to holders of record on June 11, duplicating the action taken in March.

Highlight of the question-and-answer period which followed Skouras' report was the friendly statement by Green. In effect, it answered for management virtually all of the mild and not too plentiful criticism voiced from the floor.

Green pointed out that questions raised by stockholders yesterday concerning executives' salaries, ownership of the company's stock by members of its board of directors; Al Lichtman's contract and the company's loan to him, details of which set forth in the proxy statement which accompanied the notice of yesterdays meeting, were all subjects that he, Green, had attempted to raise as issues during the proxy fight a year ago.

"Why re-hash last year's proxy fight now?" Green asked. "All of this was brought up and discussed last year and 1,900,000 shares were voted against me. The stockholders voted four to one against me."

Green told the meeting that he has increased his stock holdings in 20th-Fox from 47,000 shares owned a year ago to 60,000 shares now and that friends of his have increased their holdings, too.

"I have been close to management during the past year," he said, "and I can say 'Good luck to them if they can keep on maintaining a healthy company and paying dividends. That's what we want. I don't want to be on the board of directors and the stockholders don't want me."

Rosalind Copping, familiar figure at annual stockholders' meetings who ordinarily is critical of management, also commended the 20th-Fox record for the year past but insisted there are not as many good pictures as there should be. In this she was joined by several other stockholders.

Explanation from Skouras

Skouras told them that Darryl Zanuck and the entire studio staff are trying all the time to make the best pictures possible. "They don't always come out as planned or hoped for," he said. "And on the other hand, we sometimes get a 'Three Coins in the Fountain' which comes out better than expected."

Questioned about the volume of production, Skouras pointed out that with the company's $26,000,000 cash investment in CinemaScope last year and the necessity of reducing inventory to put the company in a flexible position, a reduction of the production budget from $45,000,000 to $30,000,000 was necessary.

In reply to another question, Skouras said that exhibition has spent more than $50,000,000 for CinemaScope equipment to date and that an additional $25,000,000 probably will be spent.

Mrs. John Gilbert, a stockholder, wanted to know what the company's advertising expenditure was for 1953.

Donald Henderson, 20th-Fox treasurer, replied that, including departmental salaries, it amounted to $4,818,000 last year, compared with $4,952,900 in 1952. In the light of the company's increased income in 1953, it represented 7.2 per cent of receipts last year, compared with 8.6 per cent in 1952.

Queried Regarding Oil

Henderson also answered a query by A. Rudey, a stockholder, concerning current oil drilling on the 20th-Fox studio property, reporting that only one well has been drilled to date and that results are "very satisfactory." It produced at the rate of 525 barrels a day on a five-hour test run and gave 500,000 cubic feet of gas.

He described retrictions on the drilling and setbacks encountered on the second well where a cave-in occurred at 8,700 feet. Starting anew, the drilling now is at 5,200 feet and there is nothing to report yet, Henderson said.

Contractual relations with Lichtman were the concern almost exclusively of former Judge Goldstein, representing the Leon Lowenstein Foundation, a welfare organization which he said owns 5,000 shares of 20th-Fox stock.

Skouras defended terms of the contract and said they represented the only basis, including the loan made by the company to Lichtman and the repayment terms, on which the latter would work for the company. Skouras described Lichtman's duties as the most vital in the organization—"he brings in the money," and said that Lichtman "has the best qualifications of any distribution executive in the industry."

Einfeld Praised

Skouras also lauded Charles Einfeld, vice-president in charge of advertising-publicity, for the campaign which made "CinemaScope a byword throughout the world in a matter of a few months."

Replying to criticism of his own and Zanuck's salaries, Skouras told a stockholder that he had made more before joining the company and Zanuck is making the same salary today he made 20 years ago.

Skouras Has Good Word for V-Vision

A stockholder at 20th Century-Fox's annual meeting yesterday asked Spyros Skouras, president, if he cared to comment on VistaVision.

Without hesitation, Skouras said it is a "highly developed and improved screen process. But I like CinemaScope better. We hope VistaVision will be very successful. It will help keep people talking about pictures and going to see them. We welcome any medium that will improve the business."

DECREE A 'STOP-GAP' MEASURE

(Continued from page 1)

pending trust actions that the cases be dismissed on the contention that the statue of limitations had run must be denied, as the statute did not apply during that period. The California statute of limitations covers three years.

The decision was made in a suit brought by Lorraine Valuskis against distributors charging conspiracy to deny her theatre first-run product and forcing her to sell the house in 1940. It is understood that the decision applies similarly to seven or more other anti-trust cases recently assigned to Judge Westover's court.

Contest Aids N. C. Tent's Eye Clinic

CHARLOTTE, May 18. — The Charlotte Variety Club is sponsoring a disc jockey contest, with platter spinners of five local radio stations participating. Listeners are invited to vote for their favorites with each vote costing 10 cents. Proceeds will be devoted to the club's eye clinic. The contest will run through June 5.

The tent will hold a Spring dance at the Barringer Hotel June 5.

National Pre-Selling

"MAGNIFICENT Obsession" will be given an extensive advertising campaign in the consumer magazines by Universal-International. Ads will appear in "Life," "Look," "Redbook," "Woman's Home Companion," "McCall's," "Good Housekeeping," "Seventeen," "Cosmopolitan," "Parents," "True Story," "True Confession," "Woman's Day," "Family Circle" and the fan magazines.

•

"Saskatchewan," "Gypsy Colt," "New Faces" and "Genevieve" are among the pictures recommended by Phil Hartung in the May issue of "Woman's Home Companion."

•

"'River of No Return'," reports E. K. Zittell in the May issue of "American Magazine," "is a robust story of pioneering amid the Canadian Rockies. This movie ticks off a thrill a minute and Marilyn Monroe, for a change of pace, looks just fine in buckskin and jeans."

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"The Man with a Million," starring Gregory Peck, was selected by Ed Miller of "Seventeen" as the picture of the month for June.

•

"Fizar," the story of a female frogman, receives a very substantial plug in the current issue of "Life" by having its star, Dawn Addams, appear on the beautifully colored front cover of the current issue. In addition, five pages of the issue are devoted to the wedding party of Dawn Addams and Prince Massimo which took place on a farm in Rome. "The wedding party was attended by Charlie Chaplin, who almost stole the center of the stage from his hosts."

In the same issue there is a reproduction, on a two-page spread, of caricaturist Al Hirschfeld's new mural which pictures 75 motion picture stars.

•

Both "The Student Prince" and "The Egyptian" receive the benefit of a biographical sketch of their star, Edmund Purdom, in the current issue of "Look." "Purdom spent a Spartanlike youth as a student in a Benedictine monastery. In 1951 he was in New York with the Oliviers in their two Cleopatra productions. Hollywood then gave him small parts in 'Titanic' and 'Julius Caesar'."

•

Nancy White, director of fashions for "Good Housekeeping," chose Hollywood this year as the ideal place to photograph her annual collection of cotton fashions.

In the May issue, Donna Reed, star of "Three Hours to Kill," and Cyd Charisse, dancing star of "Brigadoon," are shown in four-color photos wearing sport clothes, while Vera Ellen, star of "White Christmas," is shown wearing a bathing suit and Jeanne Crain, of "Duel in the Jungle," models a summer dress. Twelve pages are devoted to this section, in which motion picture stars model most of the fashions and credit is given to each star's forthcoming picture.

•

"Seven Brides for Seven Brothers" has been selected by "Parents' Magazine" as "The Family Medal Award Film for July."

WALTER HAAS



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VOL. 75. NO. 97 NEW YORK, U.S.A., THURSDAY, MAY 20, 1954 TEN CENTS

N.J. Allied in 'See-for-Self' Demonstration

To Make Comparison on Various New Techniques

A "see-for-ourselves" demonstration that may set a precedent for other exhibitor associations will be held by Allied Theatre Owners of New Jersey at the Mayfair Theatre, Hillside, next Tuesday. The New Jersey Allied members will make a comparison of the various new lenses and equipment, with several theatre equipment companies cooperating in the experiment. The showings will be open to members only.

In explaining the venture, Wilbur Snaper, president, said that exhibitors were so confused by the new techniques, despite adequate coverage by the trade press, that it was felt that

(*Continued on page 6*)

Makelim Says 3,500 Will Play His Films

PITTSBURGH, May 19.—Hal Makelim, at a meeting of exhibitors held in the Hotel William Penn here, stated that he expects 3,500 theatres to play the 12 pictures which he will produce in accordance with the Allied production plan. Makelim has revised upward his original estimate of 2,500 theatres following exhibitor meetings at which enthusiasm for the plan was expressed, he said.

Moss to Confer With Brewer in Pittsburgh

Russell Moss, executive vice-president of the Home Office Employes, H-63, will meet with Roy Brewer in Pittsburgh over the weekend to confer on campaign plans for the forthcoming IATSE elections and strategy moves in connection with the "draft Brewer" drive to place the latter in

(*Continued on page 6*)

Myers Discloses

Allied, CEA Have Been in Contact on Mutual Problems

The proposal this week by the Cinematograph Exhibitors Association of England for an international alliance of exhibitor organizations was preceded by an exchange of correspondence between CEA and Abram F. Myers, general counsel of Allied States Association.

Myers said that he, personally, had been in contact with the British organization and had suggested they exchange information on matters of common interest. He added that he had been moved to do that when he had read trade paper accounts of the British organization's attitude toward 20th Century-Fox's former policies on stereophonic sound.

Allied would be glad to cooperate with the CEA "whenever feasible," Myers said, adding that he had found the British association to be a "well-organized, effective" body. As to Allied's willingness to enter an alliance with the British group, Myers said the British frequently use words differently from American usage and that he wasn't sure how the CEA meant "alliance." If CEA means cooperation and exchange of information on mutual problems, that is one thing, Myers said. However, he declared, "if they mean a hard and fast organization,

(*Continued on page 6*)

French Group Backs British Exhibitors' Global Union Plan

LONDON, May 19.—The Cinematograph Exhibitors Association has disclosed here that the Union Internationale de l'Exploitation Cinematographique in Paris, representing Continental Exhibitors, gave its full support to British exhibitors in the following matters:

¶ Resistance to mandatory stereophonic sound;

¶ Insistence that all pictures be fitted with single optical sound tracks;

¶ That the question of an acceptable international standard aspect ratio ranging from 1.65 to 1.85 be raised with the National Standards Organization in the U. S.

Action by the Continental exhibitors is in line with C.E.A.'s efforts to effect a working association of exhibitor organizations internationally on problems and developments in which all exhibitors have a common interest.

C.E.A. also has communicated with exhibitor leaders in America in this regard.

Urges Wide Range Plan

What Can Be Litigated Can Be Arbitrated, Levy Says

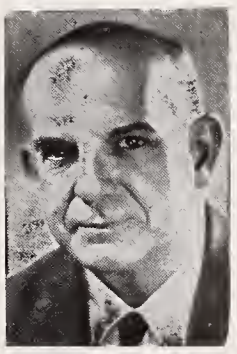
LAKE OF THE OZARKS, Mo., May 19.—Any industry dispute that can be litigated should be arbitrable, Herman Levy, general counsel of the Theatre Owners of America, contended here today. Discussing next Monday's arbitration conference in New York at a joint meeting of the Missouri-Illinois Theatre Owners and the Kansas-Missouri Theatres Association here, Levy added that matters that cannot be litigated but lend themselves effectively to arbitration should be included, too, in any draft of an arbitration system.

Anything short of that approach, Levy said, means "less than the best and less than the fullest; and to the degree that it is less good and less

(*Continued on page 3*)

YATES OFFERS PRODUCT SUPPLY CONFERENCE TO TOA LEADERS

HOLLYWOOD, May 19.—While independent producers take to the road to solidify their pre-production plans in meetings with exhibitors, some studio heads see a golden opportunity in the forthcoming meeting here, June 17-19, of the governing board of Theatre Owners of America to accomplish even more.



Herbert Yates

Another "open invitation" to TOA board members to help resolve one of the industry's most controversial questions—the need for more pictures produced at lower budgets—came forth today.

Herbert Yates, president of Republic Pictures, said, "I'd like the visiting exhibitors to take time out from their busy Hollywood schedule, and come out here to our studios. All we'd want with Walter Reade, Jr., president of the TOA, and his board, is one big meeting. It should be serious-minded in nature. We feel that a lot of good for all concerned can be accomplished."

He pointed out that such a discussion, if it were to mean anything, would have to be "open minded." Yates hopes to be able to show the exhibitors how his studio is blueprinting a production schedule that should result in the kind of films that

(*Continued on page 6*)

Coast to See Superscope

HOLLYWOOD, May 19. — The film capital will get its first official look at Superscope at a special invitational showing Tuesday, at 10 A.M., at the Wiltern Theatre here. The Tushinsky brothers' anamorphic, widescreen process will be viewed by studio executives and ranking West Coast exhibitors, according to RKO Radio studios.

Members of press, radio and TV will also be included on the invitation list which is being handled by Bernard Wolf of National Screen Service, distributors of Superscope lenses.

Dietz Elected to Loew's Board

Howard Dietz, vice-president in charge of advertising, publicity and exploitation of Loew's, Inc., was elected a director of the company at a meeting of the board of directors held here yesterday. Dietz succeeds William F. Rodgers, who recently resigned.

Expect 'Startling' Tushinsky Report

HOLLYWOOD, May 19.—The Tushinsky brothers plan to unveil a "startling" innovation, to be kept secret until their special Superscope showing at the Wiltern Theatre here Tuesday, RKO Radio Studios announced today.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave here by plane today for England.

•

PETER PERAKOS, president of Perakos Theatre Associates, and SPERIE PERAKOS, general manager, have returned to their New Britain, Conn., headquarters from New York.

•

JACK KEPPNER, son of MORRIS KEPPNER, of the Burnside Theatre Corp., East Hartford, Conn., has left Hartford Hospital following hip surgery.

•

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres, is in Dallas from New York.

•

E. S. GREGG, vice-president and general manager of Westrex Corp., has returned to New York from England and the Continent.

•

MAXWELL ARNOW, Columbia Pictures casting director, will leave New York today for London via B.O.A.C. Monarch.

•

STANLEY ADAMS, president of ASCAP, sailed from New York on the "Queen Elizabeth" yesterday for Europe.

•

JAMES SARNO, Paramount Pictures unit publicist, will arrive in New York today from Rome.

•

DR. HERBERT T. KALMUS, president of Technicolor, left here for Europe yesterday on the "Queen Elizabeth."

Disney Executives Here For Meetings

President Roy O. Disney and a contingent of Disney studio executives including Card Walker, advertising director; Larry Tryon and Ray Keller, arrived in New York yesterday for a series of meetings with Leo F. Samuels, world-wide sales supervisor and the company's eastern distribution, advertising and publicity leaders.

Meetings, which will last two weeks, will center on distribution and promotional plans for the mid-summer Buena Vista release of Walt Disney's second True-Life Adventure feature, "The Vanishing Prairie," and the Christmas release of Walt Disney's first CinemaScope-Technicolor live action feature, "20,000 Leagues Under the Sea," starring Kirk Douglas, James Mason, Peter Lorre and Paul Lukas.

Eastern office executives attending the meetings are Irving H. Ludwig, domestic sales manager; Charles Levy, publicity director; Lou Gaudreau and Vincent Jefferds.

'Caroline' Bows at Paris

"Caroline Cherie," a French produced film which is being distributed in the U. S. by Arthur Davis Releasing Corp., wil open at the Paris Theatre here on Monday.

Arthur Mayer Retires At Mayer-Kingsley

Arthur L. Mayer, president of Mayer-Kingsley Distribution Co., will retire from the distribution activitics of the company by the end of May, disposing of his holdings to Edward Kingsley, hc announced here yesterday.

The company, which deals in importation of foreign films, will continue as Kingsley International Pictures Corp., with Mayer retaining his present office on the premises.

Mayer's future plans are not set, but he stated that he would continue to be actively engaged in matters allied to film production overseas.

Makelim Here Fri., Boston, Balt. Follow

New York, Boston and Baltimore will be the next stops on the tour of Hal Makelim, who is holding exhibitor meetings to discuss his plan for the production of 12 films in accordance with the Allied States Association plan for relieving the current product shortage.

A luncheon will be held at the Hotel Astor here tomorrow, at which time Makelim will outline details of the plan for exhibitors of this territory. Allied Theatre Owners of New Jersey has extended invitations to the meeting, which will start at 12:30 P.M.

Boston Conclave Tuesday

The Boston meeting will be held next Tuesday in the Empire Room of the Hotel Bradford, where speakers will include, in addition to Makelim, Sam Nathanson, John Wolfberg and Wilbur Snaper. The affair will be sponsored by Independent Exhibitors of New England.

The following day, May 28, Makelim will meet with an exhibitor group in Baltimore.

From Ohio it is reported that the majority of the 48 exhibitors attending a meeting in Columbus favored the Makelim plan on the theory that they "had everything to gain and nothing to lose."

Luncheon Meeting For IMPDA Today

The Independent Motion Picture Distributors Association will hold a luncheon-meeting today at the Russian Tea Room here. Arthur L. Mayer, president, said that members will hear progress reports from committee heads.

Lewis Newman, 53

BOSTON, May 19.—Funeral services for Lewis Newman, 53, veteran theatre manager who died suddenly here yesterday, will be held at 2 P.M. today at the Solomon Funeral Home in Brookline, Mass. Newman leaves a wife, two daughters and a brother.

Loew Dividend

Loew's, Inc., yesterday declared its regular dividend of 20 cents, payable June 30 to stockholders of record June 11.

Canadian Paramount Sales Meeting Today

TORONTO, May 19.—The annual sales convention of Paramount's Canadian division will open tomorrow with the first showing of VistaVision for Canadian exhibitors at the Imperial Theatre here, and will immediately be followed by a luncheon at the Royal York Hotel for the exhibitors and Paramount personnel at which Adolph Zukor, board chairman will be the principal speaker. The executives are expected to hold their first business meeting in the early afternoon with Gordon Lightstone, Canadian general manager presiding.

All Paramount Canadian branch managers, salesmen and head bookers will attend the four-day conference which will set sales policy for the next 12 months.

A. W. Schwalberg, president of Paramount Distributing Corp., and Oscar A. Morgan, short subjects and newsreel sales manager will address the group.

Dickson Gets Plaque From 20th-Fox Club

The 20th Century-Fox Family Club yesterday presented to National Theatres executive Dick Dickson an engraved plaque in grateful appreciation for cooperation and courtesies extended club members during his tenure as executive director of the Roxy Theatre, N. Y.

Dickson, who is returning to California shortly, was presented the award by Ulric Bell, former president of the Family Club; Jack Miller, current president; and Leo H. Israel, vice-president, in ceremonies at the Roxy.

Raibourn to Address Chicago TV Council

CHICAGO, May 19.—Paul Raibourn, vice-president of Paramount Pictures, will be the principal speaker at a luncheon-meeting of the Chicago Television Council Friday at the Sheridan Hotel. His subject will be: "Whither Television?"

Raibourn will remain in Chicago to attend the convention of the National Association of Radio and Television Broadcasters, of which he is a director, to be held at the Palmer House.

Harry Bjorkstrom, 52

Funeral services for Harry Bjorkstrom, 52, of Stanley-Warner Cinerama installation staff, who died in Cincinnati of a heart attack, will be held tomorrow at 2 P.M. at the Herbst & Son parlor in Brooklyn, N. Y. He is survived by his widow and two children.

Rites for Waller

Funeral services for Fred Waller, inventor of Cinerama, were held yesterday in Huntington, L. I. Waller, 68, is survived by his widow, Doris, and a stepson, John P. Caron. Plans for a memorial service will be announced later.

Senate Committee Gets Both Sides On UHF Problem

WASHINGTON, May 19.—A Senate commerce sub-committee today opened hearings on the problems faced by UHF television stations and immediately got sharply differing analyses from two members of the Federal Communications Commission.

FCC member Frieda B. Hennock urged an immediate freeze on new VHF grants until UHF stations catch up, a cut-back in the power of VHF stations to approximately the coverage of UHF channels, and other steps to equalize competition between VHF and UHF broadcasters.

FCC Chairman Rosel Hyde, however, said the troubles of UHF operators are due to the fact that the television manufacturers are not making enough sets capable of picking up UHF signals. He estimated that only about 20 percent of all sets produced since the beginning of 1953 can receive UHF.

Says Majority in Red

Hyde said that so far 10 UHF stations have gone off the air and over 50 operators have turned in UHF construction permits because they could not stand VHF competition. He told the subcommittee that during the first quarter of 1954, 60 percent of all UHF stations showed substantial monthly losses, while only 15 percent were profitable. A much greater percentage of VHF stations operated in the black, he said.

The committee was told that the television broadcasting industry's revenue for 1953 was $430,000,000, up 32 percent from 1952, and that income before taxes was $68,400,000, up 23 percent from the previous year.

Spokesmen for UHF operators outlined their plight to the subcommittee and generally made the same suggestions for help as outlined by Miss Hennock.

News for Art Houses!
FUN & FANTASY in 2 CARNÉ Hits!
LOUIS JOUVET ★ ARLETTY ★ BARRAULT
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"Drole de Drame" (A BIZARRE COMEDY)
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Will Rogers 'Salute' Chairmen Named For Drive-ins

National chairmen for the Will Rogers Hospital's "Drive-in Salute" to be held in July were announced yesterday by A. Montague, Will Rogers president.

Eastern exchange areas will be grouped under the leadership of Philip Smith, Smith Management Co., Boston; East-Central areas will be headed by Rube Shor, Cincinnati; West-Central, J. Robert Hoff, Ballantyne Co., Omaha, and the Western areas will be directed by George Mann, Theatre Service Agency, San Francisco.

Decision Made in January

Drive-in operators decided at the National Allied Drive-In Theatres Convention in Cincinnati last January to add their aid to the industry's own free tuberculosis hospital at Saranac Lake, N. Y. They pointed out that drive-ins could best serve their hospital through a separate campaign conducted in mid-summer when drive-in operations are at their peak. According to these operators, "It is only reasonable, fair and logical, that we, too, accept our share of responsibility in the support of our hospital."

Montague stated that drive-in operators are asked to participate in one, or both, of two ways: 1—to conduct a special Will Rogers Hospital midnight benefit show sometime during July, and 2—to conduct an employee salute among their staffs.

This salute is to be similar to the annual Christmas salute in that employees sign salute scrolls, make their contributions and receive membership cards in the Will Rogers Hospital Fund. No specific amount is solicited, but it has been suggested that "one hour's pay" would be an equitable figure for employee contributions. Scrolls for the Mid-Summer Salute will be distributed to the outdoor theatres during June.

Effort Is Local, and National

Drive-ins will be contacted in advance of the campaign period by district, or exchange area chairmen, but the Hospital's national office here will welcome immediate voluntary commitments of cooperation directly from drive-in managements.

"By launching this very much needed mid-summer 'Salute' to benefit Will Rogers Hospital patients from within our industry," Montague added in closing, "the drive-ins present another practical proof that they are a very important segment of our great Amusement Industry. We look forward, encouraged, and with hopeful anticipation to a successful 'Drive-In Salute' for additional funds to continue our Research Program and the healing achievements of 'our own' Will Rogers Memorial Hospital," he said.

63 Theatres Are Set For TV Title Fight

Even though final clearance has not been received from American Telephone and Telegraph, 63 theatres, including 12 drive-ins, have signed with Theatre Network Television for the closed circuit presentation of the heavyweight title fight on June 17, Nate Halpern announced.

Every major circuit has signed for the Marciano-Charles bout with the exception of Loew's, Halpern said. The first TNT telecast of a title fight last year was shown in 50 houses, he said.

SHEA INVITING 25 'INFREQUENT' PATRONS AS 'FOUNTAIN' GUESTS

A plan designed to recapture the "lost audience" was revealed here yesterday by Gerald Shea, president of Shea Enterprises. Shea said that he has authorized the managers of each of his theatres which will show "Three Coins in The Fountain" to invite 25 persons carefully selected on the basis of their infrequent theatre attendance to be guests to see the picture. Preceeding the screening the group will be given a short talk in order to acquaint them with the new aspect ratio and sound.

Shea expressed confidence in the reaction he believed he would get from the people.

Shea added that he was "completely sold on CinemaScope and stereophonic sound" and had gone as far as equipping at least one theatre in each of his locations with CinemaScope, a total of 22 with the wide screen equipment, 13 of which have stereophonic sound.

To offset the normal May-June box office slump, Shea announced that he is holding a contest among his theatre managers in which each manager will compete against himself. In order to win, a man must better his last year's receipts for the like period. The system was tried initially last June and attendance rose 22 per cent, he said. He added that each manager was being given as much local control as possible, and that figures for the first two weeks of May indicated a successful campaign.

McWilliams to New Air Programs Post

Harry K. McWilliams, who recently resigned from Screen Gems, Inc., television subsidiary of Columbia Pictures Corp., has joined Air Programs, Inc. McWilliams has been elected president and appointed general sales manager, it was announced yesterday by the board of directors of the radio and television program distributors.

McWilliams' first project will be the national syndication for radio of "The Original Amateur Hour." He was formerly associated with Benton & Bowles and Ted Bates, Inc.

Skinner to Hollywood

Richard Skinner, McCarter Theatre manager, Princeton, N. J., has been appointed assistant producer and general manager of the Huntington Hartford Theatre, Hollywood.

'Incas' Bows May 28

Paramount's "Secret of the Incas" will open at the Victoria Theatre here on May 28, the film company announced.

CBS Guild Theatre Reclaimed by FWC

HOLLYWOOD, May 19.—The former Guild Theatre, 950-seat Fox West Coast house on Hollywood Boulevard which has been under lease to CBS-TV for the past two years, will be reclaimed from video and opened as a first run by FWC on Wednesday. Refurnished, the theatre has been rechristened the Fox.

Reelect AB-PT Officers

All officers of American Broadcasting-Paramount Theatres were reelected at the first board of directors meeting following the annual stockholders' meeting. Reelected president was Leonard H. Goldenson; Walter W. Gross, vice-president and general counsel; Robert T. H. Hinckley, Edward L. Hyman, Robert E. Kintner, Sidney W. Markley, Robert M. Weitman, vice-presidents; Robert H. O'Brien, financial vice-president and secretary; Simon B. Siegel, treasurer; J. L. Brown, assistant treasurer and comptroller; Geraldine B. Zorbaugh and Edith Schaffer, assistant secretaries.

UN Lifts Restrictions Effective in 90 Days On Educational Film

An agreement among members of the United Nations to remove tariffs and grant exemption from quantitative restrictions and importing licenses for educational films was announced here. The motion was sponsored by the United Nations Educational, Scientific and Cultural Organization and received the ten ratifications that are necessary and will take effect in 90 days.

Says Industry Could Oust Md. Censors

BALTIMORE, May 19.—Taking a firm stand against film censorship, Maryland's Governor Theodore R. McKeldin has declared that in his opinion the Maryland censors "can be eliminated" with a "a little cooperation from the motion picture people."

When members of the League of Women Voters put the question to Governor McKeldin at a "know your candidates" luncheon, since he is seeking a second term in office, the state's chief executive stated, "I am opposed to censorship." Then he added:

"I think people should be able to make decisions themselves and I believe with little cooperation from the motion picture people, the Board of Motion Picture Censors can be eliminated."

In contrast, censorship was approved by two of the governor's opponents in this year's campaign.

'Fear' in Phoenix

PHOENIX, Ariz., May 19.—The world premiere of "Ring of Fear," crime-mystery drama with a circus background starring Clyde Beatty, Pat O'Brien and Mickey Spillane, will be held July 2 here, where the CinemaScope and WarnerColor production was filmed. The premiere, which will mark the beginning of the national holiday weekend, has been scheduled for the Fox Theatre.

'What Can Be Litigated Can Be Arbitrated'

(*Continued from page* 1)

full, exhibitors will use the system less frequently."

Pointing out that arbitration has worked well in other industries, Levy asserted that there is no logical reason why it should not work out well in the motion picture industry, because it "offers relief, quickly and inexpensively" and lessens litigation. Without it, he said, exhibitors have no alternative but litigation.

Sees Cost as 'Staggering'

"The cost of litigation to the industry is staggering! While the bill is, in the first instant, paid by distribution, it is undoubtedly the burden of exhibition in the form of increased film rentals," Levy said.

"Based on previous experience, I feel certain that many exhibitors, wherever possible, will use arbitration in preference to litigation. I feel, too, that, if exhibition and distribution approach the coming conference in a spirit of sacrifice and compromise, a worthwhile system will result.

"Distribution must appreciate that the greatest concessions must come from it since agreement to the widest possible scope of arbitrability is its obligation. That system will be most useful which has the largest number of arbitration matters in it because the larger the number of matters which can be arbitrated, the more use will be made of the system."

At the coming conference, Levy said, it may appear to be expedient to adopt the principle of starting with less than the fullest, and then adding to the system as it functions, but, he continued, "In my opinion, this approach has a fallacious premise. It would be better to commence with the most and then lessen the scope of arbitrability if it becomes necessary to do so by virtue of the process of trial and error."

Levy said that as a system is evolved, then it becomes the obligation of all concerned; to wit, exhibitors, distributors and lawyers everywhere to recommend the use of the system. Through its greatest possible use, the system will be bound to flourish, precedents will be established, and soon the industry will have built up a set of "rules of the game" under which to live, instead of the haphazard rules that govern the industry today, he asserted, and added.

"The policing effect of a system of arbitration should not be underestimated. Parties who know that they may be summoned quickly to arbitration for the determination of rights will be less inclined to commit offenses which are arbitrable.

'Last Opportunity'

"This last year, the industry spent a substantial amount of time, directly or indirectly, before the Federal government investigatory bodies. It is time to call a halt to seeking relief from governmental agencies. It is time for the industry to settle its problems in an industry form. One way lies tighter and tighter governmental control and strangulating litigation. The other way lies at least an opportunity for peace and harmony. It is as simple as that. The industry cannot afford to take the wrong road and let slip, perhaps, its last opportunity to attempt to better the conditions under which it lives."

WILLIAM A. WELLMAN'S

THE HIGH AND THE MIGHTY

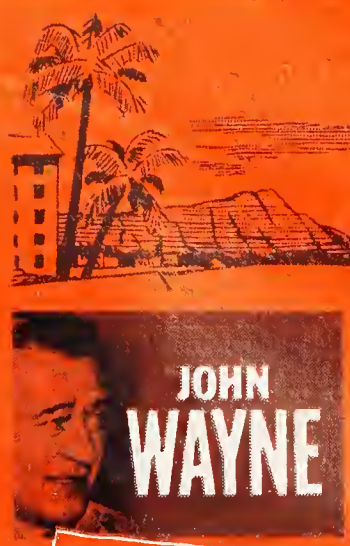


DAN who had used up his nine lives, and was starting on ten!

SALLY who lived in a world of whistles!

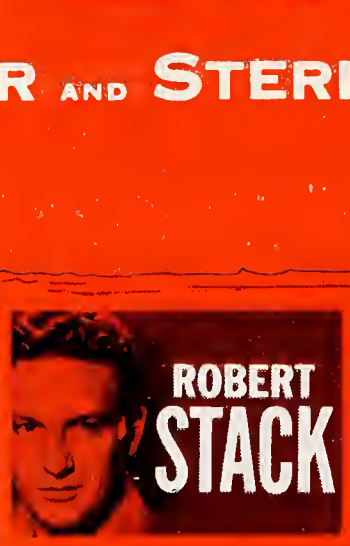
NELL still burning with honeymoon fever!

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ON

THURSDAY, MAY 27th

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CINEMASCOPE

DUAL PRE-RELEASE PREMIERE AT THE EGYPTIAN THEATRE, LOS ANGELES AND THE PARAMOUNT THEATRE, SAN FRANCISCO

WILLIAM A. WELLMAN

DISTRIBUTED BY

Myers

(Continued from page 1)

I doubt that the Allied board of directors would ever barter away to another body any part of their independence."

The reaction of other exhibitors was generally favorable with a tinge of healthy skepticism. Harry Brandt, president of the Independent Theatre Owners Association and a circuit operator, declared that such an organization would be a "tremendously effective body if they could ever get to function."

"If the exhibitors of America can't get together how can we hopefully expect this to be successful," added Brandt. He forsaw the "unification of projects" as a possible immediate result, thereby bringing about "improved facilities, so that the exhibitor would not be confused by having to make a choice among eight different media." After all "pictures are universal and the problems faced by exhibitors are basically universal," the ITOA head said.

Walter Reade, Jr., president of Walter Reade Theatres, and Theatre Owners of America, did not seem to consider the idea of a world organization as something new and radical. Rather, he viewed it as "a continuation of what most progressive, thoughtful exhibitors have been doing for a long time." Reade also expressed the belief that this was a definite indication that "exhibitors were learning to work together."

Personnel Changes In 2 Altec Divisions

Personnel changes in two of Altec Service Corp.'s divisions have been announced by H. M. Bessey, executive vice-president.

Effective immediately, D. L. O'Brien has been appointed branch manager of Altec's western division, Los Angeles, under division manager D. A. Peterson. R. K. Reagan has been made field representative in the western division, San Francisco area, while M. V. Neumann, former branch manager in Altec's Los Angeles office, has been transferred to Altec Lansing Corp.'s, Beverly Hills office.

In Altec's eastern division office, Newark, N. J., Bessey announced that D. S. McLean, acting branch manager under L. J. Patton, division manager, has been permanently assigned to the Newark office as branch head.

Council Again Blasts 'Salt of the Earth' As Red-Inspired

HOLLYWOOD, May 19.—The Hollywood AFL Film Council today announced it has warned all AFL members in Hollywood to be on guard against "Salt of the Earth" as having been made "under non-union conditions by persons identified as Communist and Communist party line supporters." The picture is scheduled to open at the Marcal Theatre here tomorrow.

The Council's statement read in part: "One of the best descriptions of this pro-Communist, anti-American propaganda film has been published by the national Catholic magazine, 'The Sign,' which states in part, 'Familiar Communist lies and cliches have been dusted off and utilized in the script. . . . This anti-American diatribe is intended primarily for propaganda purposes abroad, where its dishonest interpretation and blatant corruption of the screen cannot be readily challenged."

Seattle Exhibitors Would Repeal Tax

SEATTLE, May 19.—Motion picture exhibitors here have petitioned the city council for the repeal of the current 1 cent for each 20 cents or fraction admission tax, citing the adverse effect caused by television as their primary reason. The appeal was delivered by J. M. Hone, executive secretary of the Theatre Owners of Washington, N. Idaho and Alaska, who pointed out the steadily declining amount collected by the city from this source, and explained this by declaring that of the 50 theatres in Seattle 11 are closed and 10 are open only on weekends.

Odeon Changes

TORONTO, May 19.—Al Smith has resigned as manager of the Capitol Theatre, largest theatre in Hamilton, Ont., and a unit of Odeon Theatres Ltd., his successor being Nick Langston of the Odeon at London, Ont. John Printz goes from the Christie, Toronto, to the London house and the new Christie manager is Miss Del Ray, former assistant to manager Barry Carnon, Hyland, Toronto.

Yates Suggestion to TOA

(Continued from page 1)

would make the exhibitor reasonably sure of their box office potential.

"Mr. Reade pointed out recently," said Yates, "that there's a lot of misunderstanding between production and exhibition. Impartially enough, the TOA head made it seem as if his brother exhibitor stood in the wrong on that issue." Yates went on to recall that it was Reade who said that it was the exhibitor who failed to channel enough important information to the producers, and because of that, perhaps, the studios were not allegedly giving the exhibitors what they wanted and needed.

Sees All Helped

"We're in a position, now that the TOA group will be in Hollywood, to be able to give them all the vital information they need and want. It would help all of us in production, likewise," said Yates.

"We in production may be able, because of our first-hand talks with the exhibitors, to better blue-print our studio operations. Guidance from the exhibitors, to better blue-print in an across-the-table talk, is what's been needed, perhaps. The user of a product telling the maker of it what is best for all, may prove to be for the good of all of us."

Yates said he is in hopes of getting the right kind of answers to the following questions: What films make for bigger revenues? What can Republic do to help the theatre owner picture-wise? How can his studio help in the matter of extended runs? What can the exhibitor suggest in the way of using the kind of stories that make for greater profits? Yates pointed out that profits for the exhibitor, in the final analysis, should mean "profits for everybody else in the film business."

Motivated by 'Economics'

When the matter of smaller-budgeted pictures was brought up, Yates said emphatically, "we here at Republic had to discontinue making what the trade may call 'smaller budgeted' pictures. The reason was both simple and reasonable, we feel." He explained that the move was motivated by "economics."

Steve Broidy, Allied Artists president, expressed a similar view to MOTION PICTURE DAILY earlier this week in connection with the forthcoming TOA meeting here.

Moss-Brewer

(Continued from page 1)

the presidency of the IATSE. Brewer, former West Coast representative of the IATSE, is on a tour of the country conferring with IATSE units.

Moss, who is tossing his hat in the ring for the post of ninth vice-president of the IA, is seeking office without the support of Richard Walsh, international president of the IA. He plans to discuss Brewer's platform and projected policies at the Pittsburgh session. The current ninth vice-president is Louise Wright of Dallas, who represents the special department locals on the executive board.

Kansas City Locals in Support of Roy Brewer

KANSAS CITY, May 19.—Roy Brewer received the full support of 39 representatives of Missouri IATSE locals in the move to draft him for the IA presidency, according to George Barrett, business representative.

Demonstration

(Continued from page 1)

they should see for themselves the claimed advantages and qualities of each new device.

"It is almost impossible," Snaper said, "for us to retain in our minds the mechanical differences of each new piece of equipment. The technical aspects must be seen in order to fully understand all the innovations. For that reason, we decided that a demonstration, based on comparisons, was essential."

An open forum with the supply dealers will be held following the demonstrations, Snaper said.

'Companion' Awards Shot by Newsreels

Presentation of the "Woman's Home Companion" "Family Movie Award" to June Allyson and John Wayne, winners of the "Companion's" 10th annual poll, has been filmed in Hollywood and will be released throughout the country today, by Universal, Paramount and Warner-Pathe newsreels.

June Allyson, who was voted the favorite feminine film star of 1954 by readers of the "Companion," was shot in her costume for Paramount's "Strategic Air Command" as she received the award from Jack Kimball, west coast representative of the "Companion." John Wayne, in the costume of Genghis Khan, received the award on the RKO set of "The Conquerors."

N. Y. Schools Sponsor Cinerama Exhibit

The Board of Education of New York, through Mrs. Dorothy Thornton, coordinator of the School Museum Program, is currently sponsoring two traveling exhibits prepared by the Lynn Farnol organization of "This Is Cinerama," throughout the high schools in the five boroughs.



Reviews

"Secret of the Incas"

(Paramount)

A GRIPPING adventure-mystery story, with picturesque and unusual Peruvian backgrounds, well acted and directed, promises good box-office results wherever played. Charlton Heston, Robert Young, Nicole Maurey and Thomas Mitchell head a cast which also includes Yma Sumac, charming in presenting some original Peruvian songs. The film is in color by Technicolor.

Heston, as an American adventurer, earns his livelihood by conducting tourists through the city of Cuzco, in Peru, while in search of an ancient Inca sunburst, a jewelled plaque, believed to have been stolen centuries ago. Miss Maurey, a fugitive from Communist Rumania, escapes to Peru and meets Heston. Her goal is the United States. Mitchell also seeks the treasure when he discovers Heston knows its hiding place.

Stealing a plane, Heston and Miss Maurey fly to the Incan city of Machu Picchu and find a party of archeologists digging in the ruins. Young is their leader. A romantic triangle develops at this point when Miss Maurey encourages the scientist's advances thinking he will take her to the States. But she is secretly in love with Heston.

When the tomb of an Incan king is opened, Heston finds the sunburst, but Mitchell takes it at gunpoint. After chasing the thief along treacherous mountain trails, Heston wrests the treasure from Mitchell who falls into a chasm. The chase is highlighted by hundreds of Quecha Indians in pursuit of the thief. Heston returns the sunburst to the natives as Miss Maurey awaits him.

Mel Epstein produced and Jerry Hopper directed "Secret of the Incas." The screenplay is by Ranald MacDougall and Sydney Boehm.

Running time, 101 minutes. General classification. For release in June.

"Hell Below Zero"

(Warwick-Columbia)

DEPICTING modern Antarctic whale-hunting techniques photographed in color by Technicolor, "Hell Below Zero" offers a unique setting for a story of murder and adventure. Alan Ladd and Joan Tetzel head a cast that otherwise consists of capable British performers. Another asset of the film is the score composed by Clifton Parker.

Ladd, as an American adventurer, meets Miss Tetzel aboard a plane headed for Capetown. He is in pursuit of his absconding partner and she is attempting to solve the mystery of her father's death. To maintain contact with his newly found friend, Ladd signs on as first mate aboard a whaling ship, part of the deadman's fleet. During the cruise to the Antarctic, the couple fall in love, and at the same time begin to pick up clues which promise to explain her father's death. Their ship joins the whaling fleet, commanded by Stanley Baker, to whom Miss Tetzel was engaged before meeting Ladd on the Capetown plane.

With the help of Niall MacGinnis, as the ship's doctor, Ladd finally corners Baker on an ice float. Baker is exposed as the murderer and disappears in the waters of the Antarctic after an exchange of bullets and fists with Ladd. As the film concludes, a rescue ship approaches to take Ladd Miss Tetzel and their companions from the ice float.

Irving Allen and Albert R. Broccoli produced and Mark Robson directed. The screenplay was written by Alec Coppel and Max Trell, based on the Hammond Innes novel, "The White South." Technical credit for the action-packed picture goes to Anthony Bushnell, who directed a separate troupe on an Antarctic expedition, and to director of photography John Wilcox, who has used his camera effectively.

Running time, 91 minutes. General classification. For release in July.

Two Stanley Warner Houses Purchased

HARTFORD, May 19. — Jason Theatrical Enterprises, Inc., a new Connecticut corporation, consisting of David Jacobson, Brooklyn, N. Y.; Irving Jacobson, West Hempstead, L. I.; Anita Hartmann, Orange, and Helen Rosien, New Haven, has acquired two theatres from Stanley Warner Management Corp.

The theatres are the Palace, Torrington, and Bristol, Bristol, with terms of sale not disclosed.

Sale of the two houses is in compliance with a Federal court order issued to Warner circuit some time ago.

Astor and Victoria Installing 'Scope

Max Fellerman, vice president of Lopert Films, this week announced that arrangements have been made to equip the Astor and Victoria theatres here with CinemaScope screens and stereophonic sound systems. Installation of the equipment in both houses will be completed by July 1, he said.

N.E. Salesmen Offer College Scholarships

BOSTON, May 19. — The Motion Picture Salesmen's Club of New England has initiated plans offering children whose parents are connected with the industry a chance to win college scholarships.

The number of sponsored scholarships, designed for high school students, has not been set as yet, but will be announced shortly. Jack Gubbins, Paramount sales manager and president of the New England MPSC, selected Maynard Sickles, sales manager for National Screen Service, to head the scholarship committee.

Shor Heads Forum

RICHMOND, Va., May 19.—T. D. Field, Abingdon, and T. I. Martin, Culpeper, chairmen of the drive-in committee for the Virginia Motion Picture Theatre Owners convention to be held June 8-10, at the Chamberlin, Old Point Comfort, have announced that Rube Shor of Cincinnati, chairman of Allied's drive-in committee, will head up the drive-in open forum at the convention on June 10.

"MAD AT THE WORLD"

Another Filmakers Production!

We plan shortly to put into production a new feature-length black & white motion picture, "MAD AT THE WORLD," starring Frank Lovejoy, Keefe Brassell and introducing four new Filmakers discoveries. It was written for the screen and will be directed by Harry Essex. It will be produced by Ida Lupino and Collier Young. It is a dramatic story of juvenile unrest in our time.

At this time we are soliciting offers from theatres to play this picture.

Upon telegraphic request, we will air-mail the synopsis of this story. We plan to release this picture on or about October 30, 1954.

Any theatre operator who is interested in playing this picture should write us prior to Wednesday, June 2nd, 1954, making an offer to license the picture for exhibition. In such offer he should identify the theatre, giving its seating capacity, and state the terms he offers for playing the picture in such theatre.

If any offer so made is acceptable to us we shall advise the theatre operator and send him our usual form of picture licensing agreement incorporating the terms of such offer, within the period of ten (10) days.

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If you plan to show the new wide-screen films — you can't afford to overlook the spectacular advantages of the RCA Dyna-Lite screen. It's your low-cost answer to wide-screen films—your easiest way to give audiences the splendor of the new presentations.

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Ralph Smither, **WOODS THEATRE**, Chicago, states "We believe that no theatre in the world, outside of the Radio City Music Hall in New York, *grossed more than we did on Tuesday, May 19th—the opening day of Mickey Spillane's 'THE LONG WAIT'."

by all odds the Woods' biggest opening day in 1954

VICTOR SAVILLE presents

MICKEY SPILLANE'S "THE LONG WAIT"

starring

ANTHONY QUINN, CHARLES COBURN, GENE EVANS, PEGGY CASTLE with MARY ELLEN KAY, SHAWN SMITH and DOLORES DONLON. Produced by LESSER SAMUELS. Directed by VICTOR SAVILLE. Screenplay by ALAN GREEN and LESSER SAMUELS. A Parklane Picture. RELEASED THRU UNITED ARTISTS.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

Vol. 75. NO. 98 NEW YORK, U.S.A., FRIDAY, MAY 21, 1954 TEN CENTS

Marcus Proposes Coast Parley for World Ass'n

Allied President Indicates Conference Of International Exhibitor Leaders Could Arrive at Solution to Problems

Ben Marcus, president of Allied States Association, has suggested that a preliminary conference be held in Hollywood to solidify the proposals for an international alliance of exhibitors. Marcus made the proposal in expressing his reaction to a recommendation by the Cinematograph Exhibitors Association of England for a world-wide union of exhibitor organizations.

Marcus, in Milwaukee, said that "naturally we are very much interested in the proposal of the British exhibitors' organization," adding that "we suggest that a conference be held with all exhibitor organizations represented to arrive at a common solution so that a committee may discuss problems of the new techniques with producers and sales policies with the distributors."

Marcus said that his first choice was Hollywood, the center of American production. He indicated that a great deal of good could be accomplished by exhibitor leaders from the United States, Britain and other leading countries sitting around a table. Marcus said he hoped it would be possible that some kind of standardized system would be worked out and that ways

(*Continued on page* 4)

Entertainment In UJA Pledge Of $418,920

Skouras Receives Bible As 'Humanitarian'

(Picture on Page 4)

Motion picture and amusement industry leaders yesterday pledged $418,920 in support of the 1954 campaign of the United Jewish Appeal of Greater New York at a Hotel Pierre luncheon as Spyros P. Skouras, 20th Century-Fox president, received a silver-coated Israeli bible for his humanitarian activities.

Simon H. Fabian, president of Stanley Warner Corp., and a member of UJA's motion picture and amusement division's steering committee, lauded Skouras "as one of our industry's most prominent figures—a man who has played a key role in making motion pictures an integral part of American culture, and a humanitarian who

(*Continued on page* 4)

Europe Will See VV In June and July

Plans for demonstrations of VistaVision in England and on the Continent have been completed, it was reported yesterday by Loren L. Ryder, head of technical research at the Paramount studios, on his return from a survey of theatres and projection

(*Continued on page* 5)

Neosha Exhibitor Says 'Scope Boosts Grosses Up to 120%

LAKE OF THE OZARKS, Mo., May 20.—CinemaScope pictures are grossing from 60 per cent to 120 per cent more than those of conventional dimensions in Neosha, Mo., a town of 6,000 population, Ed Harris, exhibitor, told the Missouri-Illinois Theatres and the Kansas-Missouri Theatres Association at their joint convention here yesterday.

The public wants good pictures and will come out of their homes to see them, Peter Gloriod, manager of Poplar Bluff, for Rodgers Theatres, said. However, he reported a mixed reaction by his audiences on the merits of stereophonic sound.

Harris told the convention that he had "no regrets" for his CinemaScope installation and that his people "are sold on it," adding that it had brought many TV fans back to his theatres as regular patrons.

Other speakers yesterday included Herman Levy, TOA general counsel; Mike L. Simons, sales promotion manager for Loew's, Inc., and state Senator Edward Long of Bowling Green, a director of MITO. Simon touched on the advantages of concerted thinking by all exhibitors, in-

(*Continued on page* 5)

Cole in Blast

WARNS OF GOV'T PROBE OF TERMS

DALLAS, May 20.—In a strongly-worded statement, Col. H. A. Cole, chairman of the board of Allied Theatre Owners of Texas, today blasted distribution for allegedly siphoning off exhibition's potential relief achieved by the admission tax reduction through "onerous" film terms and warned that it may be necessary to seek a Congressional investigation of the situation.

Cole summed up his contentions and proposals as follows:

"After conferences with many exhibitors and after viewing the fact that numerous un-

(*Continued on page* 5)

Friedlob, Robinson To Produce Eight

HOLLYWOOD, May 20.—Producer Bert E. Friedlob and writer Casey Robinson today announced the formation of Friedlob-Robinson Productions for the purpose of producing eight features.

The first, slated for October, has been tentatively titled "The Bloody Spur." The film will be based on the Charles Einstein novel.

Distribution channels for the new production company have not been designated by the principals in the organization at the present time.

Atlas Adds to RKOHoldings

Atlas Corp. continues to add to its RKO Pictures stock holdings, according to its latest report to the New York Stock Exchange. As of April 20, Atlas held 884,900 shares of RKO common, representing 22.6 per cent of the 3,914,913 outstanding shares.

As of March 31, Atlas owned 637,000 shares, indicating heavy buying during the first three weeks of April. Rumors continue to the effect that Floyd B. Odlum, Atlas president, would like to see his company control RKO Pictures. Odlum last week issued a statement that he wanted to see RKO function as a going concern, instead of having it dissolved.

On the strength of Atlas's buying of the RKO shares, trading on the New York Stock Exchange in the issue yesterday was heavy, a total of 31,400 shares being traded, to close at 6½, a gain of 25 cents a share on the day, a new high for the stock, and 50 cents per share more than is awaiting stock-

(*Continued on page* 5)

New National Guild of Writers Formed

HOLLYWOOD, May 20.—The Screen Writers Guild membership last night voted unanimous approval of a reorganization plan which will bring Eastern and Western writing groups together in an organization to be called American Writers Guild.

AWG, which will take six months to formulate completely, will consist of two groups, Eastern and Western, linked together, with the Eastern group comprising radio and television writers, and the Western group including radio, television and motion picture script writers. Aggregate membership will be about 3,000. Each group will be governed by its own

(*Continued on page* 5)

N.Y. Weighs 5% Ticket Tax

Reports from the New York Board of Estimate meeting here yesterday were to the effect that the board, having rejected the proposed extension of the city sales tax, has turned instead to the imposition of a five per cent theatre admissions tax.

It is estimated that the tax would produce $12,000,000 a year, which, with other taxes in view, would still fall approximately $10,000,000 short of the $30,000,000 required to meet the city's record 1954-1955 budget.

Should the proposed tax be enacted into law, the levy on theatre admissions would total 15 per cent instead of the current 10 per cent Federal tax, as compared with the 20 per cent tax prior to the recent reduction of the Federal tax.

Details of the proposed city tax were not available, but it is assumed

(*Continued on page* 5)

Personal Mention

JONAS ROSENFIELD, JR., I. F. E. Releasing Corp. vice-president in charge of advertising-publicity, will leave New York by plane today for Rome.

•

ANNE SHELLEY, of the MOTION PICTURE DAILY staff, will be married tomorrow to JAMES CURTIN and will honeymoon in Florida.

•

KAY HARRISON, managing director of Technicolor, Ltd., and JILL CRAIGIE, screen writer, will leave here today for London via B.O.A.C. Monarch.

•

SALLI FISHER, secretary to WILBUR SNAPER, president of Allied Theatre Owners of New Jersey, will leave New York tomorrow for California.

•

A. M. SCHUMAN, partner in the Hartford Theatre Circuit, Hartford, has returned there with MRS. SCHUMAN from Florida.

•

LEO PILLOT, 20th Century-Fox special events director, returned to New York yesterday from Indianapolis.

•

JULES B. WEILL, of Fortune Features, Inc., will leave here Sunday for Chicago.

UA's 'Passage' to Bow in 8 Theatres

"Southwest Passage," PatheColor adventure drama, has been set for an eight-theatre bow in the Los Angeles area on June 9, it was announced yesterday by William J. Heineman, United Artists vice-president.

The five downtown houses and three drive-ins figuring in opening of the film are: the United Artists Theatres in Los Angeles and Inglewood, Loew's State in Los Angeles, the Capitol in Glendale, the Iris in Hollywood, and the Flora, Southgate and Centinela drive-ins.

Adorno, Jr., Building Conn. Drive-in

HARTFORD, May 20. — Sal Adorno, Jr., until recently assistant general manager of the M&D Theatres, Middletown, Conn., has started construction of a $125,000, 750-car capacity drive-in theatre, four miles from downtown Middletown, with completion planned for early July.

The venture, to be known as a Sal Adorno, Jr., theatre, will feature a 100-foot wide curved screen.

Sal Adorno, Sr., general manager of the M&D Theatres, has announced appointment of a younger son, Michael, as his assistant.

BOT Temporary Offices

Until larger quarters, which are now being prepared, are made available, Box Office Television offices will be located at 30 East 60th St., New York City, Bob Rosencranz, vice-president, announced.

Allied Artists in New Offices Here

Allied Artists has acquired the entire 10th floor of 1560 Broadway here and has moved into its new quarters. The company formerly occupied part of the sixth floor in the same building, with the international subsidiary on the seventh floor. Both companies now will be housed together.

'Wind' Re-Premiere For Scholarship Fund

ATLANTA, May 20.—The 15th anniversary premiere of "Gone With the Wind" was held here tonight at Loew's Grand for the benefit of the Margaret Mitchell Memorial Scholarship Fund. George Murphy, Ann Rutherford and Cammie King, M-G-M stars, who arrived here today for the opening, were greeted by Mrs. Betty Talmadge, wife of the Governor, and feted by Mrs. Rachel Parker, president of the Atlanta Smith College Club which is co-sponsoring the event. Lt. Gov. Marvin Griffin and Mayor William B. Hartsfield participated in the parade to the theatre. Tickets were priced at $50.00 and were completely sold out.

'Demetrius' Benefit Premiere on June 3

"Demetrius and the Gladiators," 20th Century-Fox CinemaScope, Technicolor production, will be world premiered on June 3, at the Fox Theatre, San Diego, in a special benefit performance for the San Diego Boys' Club, the company announced yesterday.

Highlighting the annual charity event sponsored by the San Diego "Union" and "Tribune," the premiere will be attended by civic leaders.

The Frank Ross production will open for a regular engagement at the Fox Theatre about 10 days following the benefit, Century-Fox said.

20th-Fox Plans Wide 'Egyptian' Promotion

Twentieth Century-Fox is planning one of its largest promotional campaigns for the company's CinemaScope production "The Egyptian." Many maanufacturers are currently designing special styles and modes keyed to the production, the company said.

Elizabeth Arden, among other organizations, is initiating a broad merchandising campaign of items with a new "Egyptian" look, 20th Century-Fox reports. Haircuts, makeup, Egyptian colors in cosmetics, Egyptian care for the face and body and several women's accessory items are included in the film-themed lineup.

Set 'Rogue' Here

"Battle of Rogue River," Columbia's Technicolor outdoor picture starring George Montgomery, will have its first showing in the New York area at the Fox Theatre, Brooklyn, on Friday.

Coyne Praises MPIC For Aid to Compo

HOLLYWOOD, May 20.—Robert Coyne, executive secretary of the Council of Motion Picture Organizations, who last night was a special guest at the regular monthly meeting of the Motion Picture Industry Council, gave the members of that organization a step-by-step outline of the measures taken by COMPO to bring about admission tax reduction.

Coyne also paid MPIC a tribute, saying, "COMPO owes MPIC a debt of gratitude for its first promotion, that put COMPO on the map."

Next month's MPIC meeting will be addressed by Walter Reade, Jr., on date to be announced.

Devalued Peso Hits Mexican Production

MEXICO CITY, May 20.—Ninety-nine proposed productions have been stymied here by labor troubles arising from the devaluation of the peso to eight cents and a resulting decline in the foreign market for Mexican films, the Producers Association announced. The 99 figure included production by American and other foreign producers.

However, Eduardo Garduno, head of the semi-official Banco Nacional Cinematographico, S. A., and president of Cinex, government organized company designed to distribute Mexican films abroad, sees an upswing in production. Garduno cited 14 films now in production in Mexico. In addition, he said the bank is examining requests from producers for loans totaling $175,000 for immediate production.

Altec Service Signs 16 S.C. Theatres

Altec Service Corp. has announced the signing of a contract with Anderson Theatre Co., Mullins, S. C., involving 16 houses, conventional and drive-in type, located in North and South Carolina.

The contract, negotiated by Robert Curry, field engineer attached to M. G. Thomas' Altec division office in Atlanta, provides service for sound equipment in the following Anderson circuit indoor theatres: Anderson, Mullins; Rainbow, Marion; Anderson, Kingstree; Anderson, Hemingway; Pamplico, Pamplico; Carolina, Conway; Ocean Drive, Ocean Drive, all in South Carolina; the Capitol, Fairmont; and the Carolina, McCall, North Carolina.

Feldman Named to ASCAP Sales Post

Jules M. Collins, sales manager of the American Society of Composers, Authors and Publishers, has announced the appointment of Samuel E. Feldman as assistant sales manager of the Society.

Feldman, a veteran of the ASCAP organization, started as a field representative in the Society's Baltimore office 18 years ago. He has successively been manager of the Baltimore, Cincinnati and Cleveland offices. For the past five years Feldman has been ASCAP's Eastern division manager.

Gehring Spearheads Outdoor Sales Drive

A campaign to expand sales to drive-in theatres and booking of 1954 product is being spearheaded by W. C. Gehring, 20th Century-Fox executive assistant general sales manager.

Gehring is seeking to exceed, or at lease equal, last year's revenue from the 4,144 U.S. drive-ins and the 126 overseas.

Name Committee for Film Golf Tourney

Harold Rinzler and Marvin Kirsch have been named as co-chairmen and Milton Livingston, Don Mersereau and J. Milton Saltzberg as members of the general committee of the third annual film industry golf tournament being sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, N. Y., on Thursday, June 10, it was announced yesterday by Martin Levine, tournament chairman.

More than 200 participants are expected to compete in this year's tournament, which is being conducted by the entertainment industry unit of B'nai B'rith in New York to provide a day of sport for representatives of the industry of all faiths.

Mexico Alarmed by Foreign Pictures

MEXICO CITY, May 20.—Alarm over exhibition of more foreign than Mexican films here during the first four months of this year was raised by the trade's own bank, the semi-official Banco Nacional Cinematografico, S. A. It reports that from January to April, 1954, 28 European pictures played here as compared to 22 Mexican films.

American films exhibited during that time included 74. During April, exhibition figures ran U. S., 20; European, 12; and Mexican, nine. In the same period of 1953, exhibition here was U. S., 76; Mexican, 31; and European, 17. During April, 1953, the totals were U. S., 20; eight Mexican and four European.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"EXECUTIVE SUITE"
starring
WILLIAM HOLDEN • JUNE ALLYSON • BARBARA STANWYCK
FREDRIC MARCH • WALTER PIDGEON • SHELLEY WINTERS
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THE MIAMI STORY
FILMED UNDER POLICE PROTECTION!
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PARAMOUNT
TIMES SQUARE

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BACK AGAIN... BECAUSE YOUR BOX-OFFICE ASKED FOR IT!

U-I's Big One NOW has added audience potential with the ESTABLISHED POPULARITY of the FAMOUS KETTLE FAMILY!



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"The EGG and I"

CO-STARRING

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WITH

RICHARD LONG · LOUISE ALLBRITTON

"The EGG and I" by BETTY MacDONALD

Produced and Written for the screen by CHESTER ERSKINE and FRED F. FINKLEHOFFE · Directed by CHESTER ERSKINE · A UNIVERSAL-INTERNATIONAL Re-release

Universal International

"Pictures with that Universal Appeal"

Chrysler TV To 6 Hotels, 19 Theatres

Nineteen theatres and six hotels in 25 cities throughout the country will carry the closed circuit Chrysler Motors telecast on May 27, Bob Rosencranz, of Box Office Television, said here yesterday.

The hour-long show which will originate from the Park Sheraton Hotel here is the sixth BOT industrial show this year, Rosencranz said. The telecast, beginning at 12:00 noon, will be piped to the 19 theatres and six hotels by an ABC-TV crew utilizing A T & T lines, he said.

Nationwide in Character

The theatres which will carry the show are: Stanley, Pittsburgh; Stanley, Philadelphia; Keith's, Washington; Albee, Cincinnati; Carolina, Charlotte; Florida, Jacksonville; Paramount, Atlanta; Saenger, New Orleans; Strand, Memphis; State, St. Louis; Paramount, Minneapolis (St. Paul); Orpheum, Omaha; Ashland, Kansas City; Harber, Oklahoma City; Tower, Dallas; Paramount, Denver; Roxy, Portland; Paramount, San Francisco; Orpheum, Los Angeles.

The hotels which will present the telecast to Chrysler dealers are: Park Sheraton Hotel, New York; Sheraton-Plaza, Boston; Syracuse Hotel, Syracuse; Sheraton-Cadillac, Detroit; Sheraton Hotel, Chicago; Davenport, Spokane.



Marcus

(*Continued from page* 1)

and means could be found to alleviate the product shortage.

Similar interest was expressed this week by other exhibitor leaders, among them being Walter Reade, Jr., Harry Brandt and Joseph Seider, president of Prudential Theatres.

"The whole world has been brought closer together by the airplane, radio and motion pictures," Seider said here yesterday. "English is quickly becoming the one language of all nations. Technical advancements in the motion picture industry, particularly the advent of CinemaScope, have brought the thinking of exhibitors throughout the world into unison.

"Everywhere," Seider continued, "trade problems, including film shortages and ever-increasing film costs, have become acute. It is the natural result that exhibitors all over the world should want to get together in one world organization to find a solution to their problems and to benefit all segments of our great industry."

Rydge Not Informed Of C.E.A. Proposal

Norman B. Rydge, chairman and managing director of Greater Union Theatres, Australia, who is visiting in New York currently, said he considered the Cinematograph Exhibitor Association's suggestion for a working agreement among worldwide exhibitor organizations on problems of common interest as something to be decided locally.

"Every area has its own problems," Rydge pointed out, "and the chief concern of one section may be meaningless elsewhere."

Rydge, however, conceded that he was not familiar with the C.E.A. proposal and therefore had no definite opinion of its possible value or application to Australian exhibitor organizations. The British proposal already has been activated by the French exhibitor organization and has been received with genuine interest by many exhibitor leaders in America.

Dual 'Gog' Debut

United Artists' "Gog," 3-D science-fiction adventure drama in Eastman Color, starring Richard Egan, Constance Dowling and Herbert Marshall, will have its dual world premiere on June 4 at the Paramount Theatres in Los Angeles and in Hollywood.

Greller Joins Fortune

Sam Greller, formerly with Columbia Pictures, has joined Fortune Features, Inc., as assistant to the supervisor of sales, the publication announced.

HONOR SKOURAS AT U.J.A. LUNCH



SI FABIAN, president of Stanley Warner Theatres and member of the steering committee for the 1954 United Jewish Appeal in the amusement industries, presents Spyros Skouras, 20th Century-Fox president, with a silver covered Old Testament from Israel "for humanitarian activities" at luncheon at the Hotel Pierre here yesterday. At left of Fabian is Barney Balaban, president of Paramount Pictures and honorary director of the drive.

Marcus and Makelim To Va. Convention

RICHMOND, Va., May 20.—Leonard Gordon, Newport News, president of the Virginia Motion Picture Theatre Association, announced today that plans have been completed for Ben Marcus, Milwaukee, president of Allied States Association, and Hal Makelim to attend the VMPTA convention at the Chamberlin Hotel, Old Point Comfort, to be held on June 8-10.

Both Marcus and Makelim will appear at the afternoon session of June 9, when Marcus will lead a discussion of exhibitors' problems and Makelim will present his plan to produce 12 features per year under contractual arrangements with exhibitors.

Legion's Latest List Calls 3 'B,' 12 'A'

"Flame and the Flesh," "Hell Raiders of the Deep" and "The Saracen Blade" have been placed in Class B in the latest listing of the National Legion of Decency which, at the same time, gave the Class A label to 12 films.

In Class A, Section 2, are "Dial M for Murder," "Star of India," Johnny Guitar," "The Silver Lode" and "Three Coins in the Fountain." The remaining seven pictures, all in Class A, Section 1, are "Johnny Dark," "Men of the Fighting Lady," "Out of This World," "The Student Prince," "The Lone Gun," "Unconquered" and "Tanganyika."

England to Harvard Post

CAMBRIDGE, Mass., May 20.—Wilbur B. England, former RKO Theatres executive, has been appointed professor of Business Administration in the Harvard Business School, effective July 1, Dean Donald K. David announced yesterday.

UJA Tribute

(*Continued from page* 1)

is always concerned with the welfare of his fellow-men regardless of their religion, race, creed or place of national origin."

In accepting the Old Testament from Fabian, the 20th-Fox head stated that he was of the opinion that "no man deserves special recognition for helping others less fortunate than himself. Humanitarian efforts do not require a reward for feeding one's family or educating one's children."

The main speaker of the luncheon meeting was Reuven Dafni, Israel consul in New York and director of the Israel Office of Information. Adolph O. Schimel, vice-president, secretary and general counsel of Universal Pictures, chairman of the drive, presided.

Three-Fold Financial Objective

The major financial objective of the UJA's 1954 campaign is to raise the metropolitan area's share of the goal of $119,921,150 set by the nationwide United Jewish Appeal to meet the needs of its constituent agencies—the United Israel Appeal, Joint Distribution Committee (including ORT), United Service for New Americans and New York Association for New Americans. In addition, New York UJA aims to provide the local proportion of $2,232,155 required this year by the National Jewish Welfare Board, and $1,530,141 by the American Jewish Congress.

Seated on the dais along with the guest of honor, Skouras, was Henry Bernstein, Sam Rinzler, Robert Benjamin, Ned E. Depinet, Fred Schwartz, Dafni, Maj. Albert Warner, Fabian, Schimel, Barney Balaban, Sam Rosen, Herman Robbins, Jack Cohn, William J. German, Leopold Friedman, Sol A. Schwartz, William Klein and Rabbi Bernard Birstein.

Equality for VHF, UHF Video Stations Urged by DuMont

WASHINGTON, May 20.—Dr. Allen B. DuMont said Congress should enact legislation to enforce equality between VHF and UHF television stations.

Testifying before a Senate Commerce subcommittee studying the plight of UHF stations, DuMont said the Federal Communications Commission should be given control over TV networks. Then, he said, NBC and CBS should be forced to affiliate with more UHF stations, while VHF stations should be forced to give more program time to ABC and DuMont networks.

Domination Charged

DuMont claimed the television industry is now dominated by two strongly entrenched networks—NBC and CBS—and by a group of strongly entrenched VHF stations. He said the VHF stations and the stronger networks were joining forces, and the weaker UHF stations therefore had to affiliate with the two weaker networks—DuMont and ABC. "The strong are becoming stronger and the weak are becoming weaker," he charged, adding that unless the situation was solved by government action, "we shall wind up with a non-competitive system falling far short of the public's needs."

G.E. Technician Heard

Paul L. Chamberlain, of General Electric, emphasized the technical difficulties in developing UHF equipment, and said UHF broadcasting compared to VHF broadcasting is like trying to farm on the slopes of Mount Everest might compare to farming in the valley. He told the subcommittee that he would have available early in 1956 transmitting equipment capable of the maximum strength allowed by the FCC for UHF broadcasting.

Warns of Gov't Probe

(*Continued from page* 1)

successful attempts have been made by exhibitor organizations to persuade those who control, toward a more sane and business-like attitude, the conclusion seems inevitable that these same 18,000 theatres, which carried through the campaign on tax relief, will be forced back to Congress with the request that an official investigation be made by the Ways and Means Committee to decide whether or not the refund by the Government to the motion picture industry has been confiscated inequitably, if not illegally, by the one branch of our industry which needed it least, contrary to the express intent of Congress."

Cole admitted that this was a drastic step and one "which is approached with reluctance but it seems inevitable in view of the present attitude of distribution, which is exercising its power, seemingly without mercy."

At the recent national Allied board meeting in Minneapolis, Ben Marcus, Allied president, expressed a similar view, claiming that the distributors were getting an unfair share of the tax cut, with all companies "equally guilty."

Revealing his concern over the situation, Cole said:

"After two years of work the Federal tax admission fight ended with almost complete success April 1, about six weeks ago. This job, financed by the entire motion picture industry, was spearheaded and carried through to success by the great work done by hundreds of exhibitors all over the United States.

"During the course of hearings before Congressional committees we had warning from a number of Congressmen that relief, supposedly granted to theatres, would be siphoned off, and the producer-distributor would receive practically all the benefit. We tried to soften this viewpoint calling attention to the obvious fact that it was the *industry* that was suffering and that both exhibition and distribution would benefit *in usual proportions* from any relief.

"I am greatly disturbed by authentic reports received from all parts of our country that the pessimistic predictions coming not only from exhibitors but from congressmen themselves have come to pass. Perhaps I should have been prepared for this when looking at the figures compiled by COMPO, showing that during the past eight years the boxoffice had declined 35 per cent; whereas, production-distribution income had declined only 23 per cent—a shocking picture in view of theatre closings during that period!

"Now, reports from all over the country and from all classifications of theatre operations indicate unmistakably that this trend is not only continuing but getting worse. With the shortage of pictures of box office value, selling terms have become more and more onerous; and it appears that the relief accorded theatres is due to shrink more and more and shortly disappear.

"This is unthinkable and quite shortsighted on the part of the distributor-producer. It can only result in further closings and in the draining off of necessary theatre reserves, which should be devoted to new equipment, better theatres and new energy in the retail end of our industry. This will eventually and inevitably be reflected in reduced earnings to our industry. To call this a shortsighted policy is an understatement!"

N. Y. Tax

(*Continued from page* 1)

that it would apply to all tickets, beginning with the lowest admission charged. The present Federal tax exempts admissions of 50 cents and under.

The finance committee of the City Council will meet this morning to consider the proposed budget, after which it will be submitted to the full council this afternoon.

Should the proposed tax be passed, it is believed strong opposition would be registered by the state theatre and distribution organizations of the metropolitan area.

'Scope Grosses

(*Continued from page* 1)

cluding those not members of trade organizations, for the solution of current trade problems and better public relations at the local level. Senator Long stressed the advantages of what he called personal friendship and understanding with state law makers by exhibitors.

The day's activities ended last night with a two-hour cruise, cocktail party and dance.

Atlas Adds

(*Continued from page* 1)

holders in the RKO Pictures treasury for stock tendered.

Other motion picture issues also were strong in yesterday's trading. Columbia Pictures gained 1⅜ to close at 24⅜, a new high for the year, and Universal was up ¾ to 22, also a new high for the year. Warners closed at 15⅝, unchanged, equalling the high for the year.

Distribution Tax Cut 50% in Guatemala

WASHINGTON, May 20.—The Commerce Department reported that Guatemala has cut in half its twenty per cent tax on the gross receipts of film distributors.

The tax was set in June, 1953, and led to the almost immediate suspension of film shipments to Guatemala by U. S. film companies. Effective April 11, however, the tax was reduced to 10 per cent, according to Commerce film chief Nathan D. Golden. In order to make up for the loss of revenue, a two per cent tax has been levied on gross admissions, Golden said.

Golden declared that some reports have indicated that U. S. distributors would continue to withhold shipments from Guatemala because they object to the principle of a gross receipts tax.

VistaVision Demonstration

(*Continued from page* 1)

equipment in London, Paris, Rome, Frankfort, Venice and Milan. Ryder said that announcement of the names of the theatres selected for the demonstrations will be made shortly.

Says Equipment Is Excellent

Following conferences with Barney Balaban, president of Paramount, and other home office executives, Ryder said, "We are pleased with our findings that in each European city visited there are many good theatres with excellent equipment so that we are assured of proper presentation of VistaVision."

Ryder, who attended a showing of VistaVision in Toronto yesterday, is scheduled to arrive in Hollywood today.

First VV Showing Greeted in Canada

TORONTO, May 20.—Canadian industry leaders gave the first Dominion demonstration of Paramount's VistaVision process an enthusiastic greeting here today.

Adolph Zukor, chairman of the board of Paramount, and Dr. Charles R. Daily, Paramount studio research engineer, explained VistaVision and its advantages to theatres during the exhibition at the Imperial Theatre here.

Other Paramount executives at the demonstration included Loren L. Ryder, Paramount research chief; A. W. Schwalberg, president of the Paramount Film Distributing Corp.; Gordon Lightstone, Canadian Division general manager, and Oscar A. Morgan, short subjects sales manager.

Fitzgibbons Present

The presentation of the new process duplicated the pattern of the debut in New York's Radio City Music Hall, explanations being given by Dr. Daily with evident satisfaction to all. The occasion was marked by the presence of president J. J. Fitzgibbons and many officials of Famous Players Canadian Corp., as well as circuit partners and associates, representatives of many other companies, independent exhibitors and the press, all of whom appeared to be enthusiastic.

A new screen was installed in the big Imperial measuring 46 by 24 feet high, six feet higher than the previous CinemaScope surface, it was explained by manager R. M. McKibbin. CinemaScope had its Canadian introduction at this theatre seven months ago.

New Writers Guild

(*Continued from page* 1)

council, composed of a president, vice president, secretary, treasurer and executive secretary.

AWG will have a loose affiliation with the Authors League of America on taxation, copyright and related matters.

13 Cities Added to Jay Robinson Tour

Twentieth Century-Fox has added 13 key cities to the itinerary of Jay Robinson, making a cross country publicity tour in behalf of "Demetrius and the Gladiators" in CinemaScope, the company announced yesterday.

Robinson began his tour last week on the West Coast visiting San Francisco, Portland and Seattle. In coming weeks he will be making flying visits to Minneapolis, May 24; Milwaukee, May 25; Chicago, May 26-29; and Kansas City, May 30-31.

On June 1, Robinson will arrive in Des Moines, going to Omaha the following day. Other cities and dates in June include Denver, June 4; Detroit, June 5, 6; and Cleveland on June 7. Robinson will arrive in New York, June 8, preceding the debut of the Frank Ross production at the Roxy Theatre. Visits to Boston, Philadelphia and Washington will follow.

Illness Cuts Levy's Ozark Stay Short

LAKE OF THE OZARKS, Mo., May 20.—Herman Levy, general counsel for Theatre Owners of America, was forced to leave the Missouri-Illinois Theatres and the Kansas-Missouri Theatres Association joint convention at noon yesterday because of a painful sciatic condition. He later flew from St. Louis to his New Haven home, where he plans to enter a hospital.

Leonard H. Goldenson,

President United Paramount Theatres, says:

"A great book has been made into a greater motion picture. As with 'Eternity', Columbia has done it again with

THE CAINE MUTINY!"



STARRING

Humphrey Bogart · Jose Ferrer
Van Johnson · Fred MacMurray

and Introducing

ROBERT FRANCIS · MAY WYNN COLOR BY TECHNICOLOR

Screen Play by STANLEY ROBERTS · Based upon the Pulitzer prize winning novel by HERMAN WOUK

Directed by EDWARD DMYTRYK · A COLUMBIA PICTURE · A STANLEY KRAMER PROD.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 99 NEW YORK, U. S. A., MONDAY, MAY 24, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE action of New York City's board of estimate in singling out theatre admissions for taxation constitutes a breach of faith on the part of the city administration against the city's exhibitors.

Metropolitan theatre owners were told that the present city administration, both before it took office and after, was and would remain opposed to any admissions tax. On that basis valuable support has been given to the city administration by the theatre owners, over and above the heavy tax contributions they make to the city in numerous operating spheres other than admissions.

The timing of the city's consideration of theatre admissions as a new revenue source appears in itself to be singularly unfair. As has been indicated, the theatre owners not only were not given any advance warning that their business would be considered for a new tax levy but actually had been assured that the city was opposed to a tax on admissions.

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Still more unfair was the fact that the unheralded reversal of its position by the city came at a stage of the fiscal deliberations which makes it virtually impossible for exhibition to marshal its defenses and present its story. There is practically not enough time left for an adequate hearing, let alone for the preparation of the theatres' case.

Once again, it appears, the theatres are made the "patsies."

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No administration, local, state or national, hesitates to call upon the theatres for special favors on any of a hundred different occasions. Few indeed are the theatres which refuse such requests or which look for rewards for performing such favors.

But they do expect reasonable consideration and fair treatment. They have but recently begun to recover from near-fatal business setbacks. They have but recently, after long and costly efforts, ob-

(*Continued on page* 2)

Makelim N. Y. Quota Passed

New York City area's quota in the Hal Makelim-Allied States production tie-up is 262 theatres for $43,500 in guaranteed rentals and indications are that the quota was exceeded by a wide margin, Makelim said here at the weekend, following a meeting with exhibitors sponsored by Allied Theatre Owners of New Jersey. Every major circuit plus representatives of Allied and Theatre Owners of America attended the meeting on Friday at the Hotel Astor here.

Makelim said that distribution of the 12 pictures on the initial program would be handled by his "own representatives" in each exchange area. He stressed that this did not mean

(*Continued on page* 5)

Film Stocks Active; Set New 1954 Highs

Motion picture securities rode along with a strong market last Friday, several reaching new highs for the year in good demand on the New York Stock Exchange.

Paramount Pictures rose 1⅛ to a new high of 32 on a turnover of 13,300 shares. Columbia Pictures went to a new high for the second consecutive trading day, closing at 25⅛, up ¼ on a turnover of 9,400 shares. Colum-

(*Continued on page* 5)

Near Agreement on C'Scope Apertures

HOLLYWOOD, May 23.—Industry technicians under the auspices of the Academy research council are near to an agreement on the frame size of the projection aperture plate for a CinemaScope print with optical sound track and standard perforations. Announcement of the agreement is likely some time this week.

Unconfirmed reports are that a maximum aperture of .839 x .715 will be advocated for anamorphic prints with single optical track.

Atlas Holdings of RKO Stock Now Approximate Hughes

Atlas Corp. and associates now hold about 1,250,000 shares of RKO Pictures stock, compared with Howard Hughes' 1,262,120 shares, Floyd B. Odlum, president of the investment company, told the Wall Street Journal last week. Atlas alone holds about 900,000 shares, he said.

Odlum stated that Atlas does not plan to buy more RKO stock. Presumably he meant by the latter that buying in the open market would not be continued because he had revealed

(*Continued on page* 5)

Hit 'Unfairness'

N.Y.Exhibitors Mobilizing to Fight 5% Tax

Name Special Committee To Lead All-Out Attack

A special committee of New York City exhibitors and union representatives was appointed here at the weekend to lead the industry-wide fight against the proposed five per cent city tax on motion picture theatre admissions. A closed meeting of the Board of Estimate has been called for tomorrow to act on the proposed tax measure.

The industry committee was named at an emergency mass meeting at which Harry Brandt and Emanuel Frisch were co-chairmen.

The special committee consists of Joseph R. Vogel, Si Fabian, Sol Schwartz, Max Cohen, Leo Brecher, Spyros Skouras, Jr., Leonard Goldenson, Jerry Chaiken, Thomas Murtha, Julius Sanders, Solly Pernick, Herman Geldber, Brandt and Frisch.

"This attempt to pick out the motion picture theatres for a special, discriminatory tax at this time is a shocking thing," said Brandt. "Its unfairness is emphasized and aggravated by the fact that right now struggling theatres are still trying to work their way out of the trouble

(*Continued on page* 5)

Important Meeting

Industry Today to Tackle Arbitration Issue Again

The industry today will make another attempt to build the framework for an arbitration system, a project which has been kicked around as an industry football since arbitration was eliminated from the provisions of the original consent decree in the case of U. S. vs. Paramount, et al.

Representatives of exhibitor associations, the Motion Picture Association of America and the general sales managers committee of the MPAA are scheduled to meet this morning in the Astor Hotel here to discuss the entire issue and, if pos-



Eric Johnston

(*Continued on page* 5)

Minn. Union Official Will Oppose Brewer

MINNEAPOLIS, May 23.—William Donnelly, recently-named vice-president in the AFL Stagehands union and international representative for the stage hands and motion picture projectionists in this area, will oppose the candidacy of Roy Brewer for president of the IATSE, it has been learned here.

Donnelly's position is opposite that of the Milwaukee IATSE unit which a month ago declared that it would support Brewer.

Brewer, a former Grand Island,

(*Continued on page* 5)

AA's 39-Week Net Shows Slight Rise

HOLLYWOOD, May 23.—Allied Artists president, Steve Broidy, on Friday announced that the company's gross income for the 39-week period ending March 27 amounted to $8,290,581, which compares with $7,147,360 for the same period last year. Net profit before Federal income taxes amounted to $585,289, which compares with $585,127 for the same period the previous year.

A reserve was set up for Federal

(*Continued on page* 5)

20th Reports Spurt In 'Scope Orders

An upsurge in CinemaScope equipment orders by conventional and drive-in theatres in the United States and Canada pointing to several thousand new installations in the next few months is forecast in field reports to 20th Century-Fox distribution director

(*Continued on page* 5)

Personal Mention

W. C. GEHRING, 20th Century-Fox executive assistant general sales manager, has returned to New York from the Coast.

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CECIL WOODHAM-SMITH, member of the J. Arthur Rank directorate; PAUL KOHNER, talent agent, and ALEC NICOL, actor, were scheduled to leave here yesterday for London by B.O.A.C. Monarch.

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CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, and ARCHIE WELTMAN, of the company's legal department, returned here at the weekend from Miami.

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F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will arrive in St. Louis today from New York.

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JOHN K. HILLIARD, chief engineer of the Altec Lansing Corp. plants in Beverly Hills, has returned there from New York.

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SIDNEY KRAMER, general sales manager for RKO Pathe studios, and ALAN HARTMAN, his assistant, will leave New York today for Chicago.

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JAY BONAFIELD, executive vice-president of RKO Pathe, has returned to New York from Spain.

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SI SEADLER, M-G-M advertising manager, will return to New York today from California.

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D. C. COLLINS, vice-president of Altec Lansing Corp., is in Chicago from New York.

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DOUGLAS TRAVERS, RKO Pathe vice-president in charge of production, will leave here today for Hollywood.

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STANLEY KRAMER arrived here yesterday from London by B.O.A.C. Monarch.

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HAROLD HECHT, of Hecht-Lancaster Productions, will arrive in New York from Hollywood today.

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EMERY AUSTIN, M-G-M exploitation head, will return here today from Atlanta.

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BINNIE BARNES sailed from New York for Europe Saturday aboard the "Ile de France."

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J. A. TANNEY, president of S.O.S. Cinema Supply Corp., will leave New York early this week for Chicago.

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HERMAN ROBBINS, president of National Screen Service, left New York for the Coast at the weekend.

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SCOTT BRADY will leave New York today for Rome.

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PANDRO S. BERMAN will return here today from New England.

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BILLY WILDER has arrived in New York from Hollywood.

Film-Making Abroad For Advertising Here Hit by Film Council

HOLLYWOOD, May 23. — The AFL Council tonight has invited representatives of eight principal advertising agencies to attend a special meeting of the council Wednesday morning "to discuss the practice of some American producers and advertisers who go abroad to make television films designed especially for the American market, thus creating unemployment among American film technicians whose families purchase products of the advertisers."

The council's president, Carl Cooper, said in a letter to the invitees, in part: "The council is contemplating taking strong action against the use of foreign-made television films to sell American products to Americans, but before making a final decision we would like to discuss the matter with you."

Extend 'Moratorium' In Jackson Park Case

CHICAGO, May 23. — Federal Judge Michael L. Igoe has entered an order extending the "moratorium" on the clearance and first run limitations of the Jackson Park decree until the B & K motion for modification of the decree has been heard and decided. Hearing on the motion is scheduled for Sept. 13.

Robinson Sets First UA-Goldstein Film

The first picture that Leonard Goldstein will produce for United Artists under the recently signed 10-picture pact will be "Black Tuesday," starring Edward G. Robinson. Hugo Fregonese will direct the picture from the original screenplay by Sidney Boehm, with production beginning on or about June 15.

Bryan Cooper Dies

PLANT CITY, Fla., May 23. — Bryan Cooper, Sr., manager of the Capitol Theatre here and former manager of the Arcade Theatre in Fort Myers, passed away on the steps of his theatre, victim of a heart attack. He is survived by his son Byron, Jr., manager of the Roxy Theatre in Lakeland.

SPG Honor O'Donnell

HOLLYWOOD, May 23.—Robert J. O'Donnell, vice-president and general manager of Texas Interstate Theatres and member of the Theatre Owners of America executive board, will be honored on June 17 by the Screen Publicists Guild at a Hollywood luncheon to be held at the Roosevelt Hotel.

Goldberg to May Co.

J. Joshua Goldberg, vice-president of Raybond Theatres here and secretary of the Independent Theatre Owners Association, has joined the staff of Mitchell May, Jr., Co. Inc., general insurance brokers, as a vice-president, it was announced.

Wolfson Receives Sloan Award Here

On behalf of WTVJ, Miami, which has been named "the television station in the U. S. which did the most for public safety," Mitchell Wolfson, co-owner of Wometco Theatres and president of the station, was presented with the Alfred Sloan Award last week by General Motors Corp.

Wolfson, who is here for the arbitration meeting, stated that "he was happy about winning the award as it shows that exhibitors in the U. S. in television have a great sense of responsibility for public service." The TV station has also been named as the "Best News Station" and the "Best Merchandising Station," Wolfson said.

20th-Fox to Release Queen's Global Trip

The story of the recently completed tour of the British Commonwealth by England's Queen and her consort, has been made into a full-length film, "The Royal Tour of Queen Elizabeth and Philip," by 20th Century-Fox. In CinemaScope and Eastman Color, the picture will be released here later this spring, the company announced this weekend.

The 45,000-mile trip, photographed by British Movietone with full stereophonic sound, will show audiences all corners of the British Commonwealth, commencing with the Queen's arrival in Fiji and Tonga. From the "Friendly Islands," the CinemaScope camera follows the tour through New Zealand, Sydney, Canberra, Melbourne, Adelaide, Brisbane and Perth. Processing is being rushed to enable the film's opening in London early next month, 20th-Fox said.

Senate Group Okays Copyright Pact

WASHINGTON, May 23.—The Senate Foreign Relations Committee has approved the proposed new Universal Copyright Convention.

The Senate must still ratify the convention. More important, before the convention can really go into effect in the U. S., both House and Senate must pass implementing legislation. This legislation, which has been fought by segments of the book industry, is still tied up in the House of Representatives and Senate Judiciary Committees.

Atlanta Fetes Barkers

ATLANTA, May 23. — Variety Club Tent No. 21 honored eight of its former chief barkers at a dinner party held here last week. The present chief barker, A. B. Padgett, introduced Harry Ballance, Jack Dumestri, Jr., Paul Wilson, Charlie Durmeyer, E. E. Whitaker, Fred Coleman, and John Fulton, the honored guests, and read a wire from Guy Brown who was in New Orleans and could not be present.

Tradewise...

(Continued from page 1)

tained a measure of relief from a burdensome and discriminatory Federal tax.

Now much of the benefit of that victory is to be erased, presumably, by the city moving in to take what the Federal government relinquished.

If it happens, metropolitan exhibitors will have suffered another economic reversal which could prove disastrous to many. There would be imposed upon them for a second time in a matter of weeks the necessity of working out new price schedules, ordering new tickets printed, new box office signs and other requisites. Efforts to stabilize box office scales will again be upset with resultant annoyance to patrons and the almost certain loss of some business.

This projected ticket tax should be opposed by every means at the command of New York exhibitors and their friends.

Warners Featuring Ballyhoo for 'Dial M'

Warner Brothers will feature ballyhoo promotion in its advance campaign for "Dial M for Murder," which opens at the Paramount Theatre Friday, the company has announced.

One of the highlights of a series of special events in the campaign is the "Fit the Key" stunt which has a group of girls handing out 10,000 envelopes in the Metropolitan area carrying keys with copy reading "a key is the solution to the mystery of Alfred Hitchcock's 'Dial M for Murder.' Try it at the Paramount lobby." The key which fits the door to be set up in the theatre lobby is worth a $50 bond.

In another gimmick, an Alfred Hitchcock contest awards free tickets to the film for the first 25 most complete lists of titles of the director's productions, naming at least two stars of each.

The first 50 patrons at the boxoffice opening day will receive free copies of the play, "Dial M for Murder" autographed by author Frederick M. Knott. In addition, over 25,000 colored circular stickers will be posted throughout the city.

House Group Votes Social Security Hike

WASHINGTON, May 23.—The House Ways and Means Committee voted to boost the maximum Social Security wage base from $3,600 a year to $4,200, as requested by the Administration.

This means that starting Jan. 1, 1955, employers will have to pay $12 more a year in Social Security taxes on each worker making over $4,200. Smaller additional amounts would have to be paid on workers making between $3,600 and $4,200.

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Balaban Urges Canada to Use Newest Media

TORONTO, May 2.—Producers, distributors and exhibitors in the current era of technical advances jointly have a great opportunity to further restimulate and sustain the renewed interest of the public in theatregoing, Barney Balaban, president of Paramount Pictures, told the Canadian industry at the VistaVision demonstration in a special message read in his absence by Adolph Zukor, Paramount board chairman. Balaban was unable to leave New York to attend the Canadian demonstration at the Imperial Theatre.

Points to Company's Efforts

Paramount is doing its part by making available VistaVision, and by doing its utmost to bring to the theatres as many high quality pictures as it possibly can, Balaban stated. However, he said, "all of the wonderful technical developments, the finest stories, the best casts, the most dazzling color and the greatest production values in the motion picture will all be a waste and utterly meaningless if the customer who pays his money at the boxoffice is compelled to see the picture in an ill-kept house on an old and wrinkled screen, upon which the film is projected through poorly lighted, old fashioned and worn out equipment."

Stresses 'Mutual Benefit'

In the address as read by Zukor, Balaban urged that exhibitors, producers and distributors all capitalize on the great new innovations "to our mutual benefit and carry the tradition of fine entertainment forward into every theatre—large and small."

Balaban introduced VistaVision as being describable in four single words: quality, simplicity, flexibility and economy.

6 Percentage Suits Filed in Philadelphia

PHILADELPHIA, May 23.—Six percentage actions were filed here in the Pennsylvania State Courts. The actions by Paramount, Loew's 20th Century-Fox, Warner Brothers, Universal and Columbia named George Resnick and William Fishman as defendants. The theatres involved are the Vogue, Cayuga and Grant in Philadelphia.

Schnader, Harrison, Segal & Lewis represents Paramount, Loew's, 20th Century-Fox, Universal and Columbia, with Warner Brothers represented by Wolf, Block, Schorr and Solis-Cohen. Sargoy & Stein appear of counsel for the distributors.

Cotlow to Africa Fox Republic Film

Lewis Cotlow, noted explorer, flew to London yesterday, enroute to Africa, where he will make full-length color film featuring the big game and primitive tribes of Equatorial Africa for Republic Pictures, the company announced at the weekend.

The film will include a six-month expedition through Kenya, Tanganyika, Nigeria, Union of South Africa and other parts of Africa.



WITH THE GREATEST LOVE • ANNA • SENSUALITA •
3 GIRLS FROM ROME • YOUNG CARUSO •
little world of DON CAMILLO • BEHIND CLOSED SHUTTERS

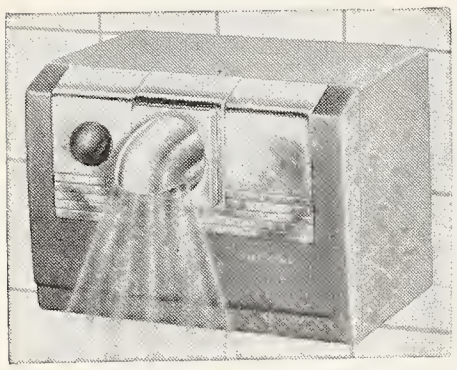
CONTACT YOUR NEAREST I.F.E. RELEASING CORP. DISTRICT OFFICE

1501 BROADWAY NEW YORK 36, N. Y.	1255 SO. WABASH AVE. CHICAGO, ILL.	115 WALTON ST., N.W. ATLANTA, GA.	1907 SO. VERMONT AVE. LOS ANGELES, CALIF.
2108 PAYNE AVENUE CLEVELAND, OHIO	310 S. HARWOOD ST. DALLAS, TEXAS	246 STUART ST. BOSTON, MASS.	

In the THEATRE Equipment *& Refreshment* World . . . *. . with RAY GALLO*

CARBONIC DISPENSER, INC., Canfield, O., has remodeled its line of "Sodamaster" soft drink dispensers and introduced a number of new features. These include a superstructure for the units with a display case on the front side and special refrigerated faucets designed to serve three flavors, plus a coarse and fizz stream soda, with no intermingling of flavors. This is achieved through a special "self-cleaning" feature in the faucets. The display case has a plastic face which opens easily so that new advertising cards may be inserted as often as desired.

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The "Ozo-Dry Hurricane"

The "Ozo-Dry Hurricane" (see photo) is a new electric hand-and-face dryer equipped with germicidal action and designed to operate within 30 seconds. Manufactured by the Michael Electric Co., Inc., New Haven, Conn., it has a Westinghouse Odorout Sterilamp, which generates indirect ultraviolet irradiation to prevent the spread of surface bacteria and check skin irritations. The dryer has a large push-button timer and chrome-plated nozzle of swivel design. Its dimensions measure 9½ by 7 by 6¾ inches.

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"Steelcote Quick-X" is the name of a new enamel coating designed to dry in 20 minutes when applied as directed to floors, walls or machinery, made by the Steelcote Manufacturing Co., St. Louis. It can be applied to wood, concrete, terrazzo, magnesite and mosaic tile floors and walls and—with a proper primer—to metal. The coating comes in black, white, clear and five colors and is packed in quarts, gallons or drums.

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Dominick J. Capano has been elected vice-president of S. O. S. Cinema Supply Corp., New York, in charge of TV Studio and Film Production Sales. "Dom," as he is known to the trade, has been with the company since 1936 except for three years' service in the Army. S. O. S. has also promoted William H. Allen to production manager. Allen has been associated with S. O. S. 19 years in the electrical, electronic and mechanical divisions.

Review

"Captain Kidd and the Slave Girl"

(Reliance-United Artists)

UNDISTINGUISHED performances and a superficial story make "Captain Kidd and the Slave Girl" at best a fair item for neighborhood houses catering to family trade mostly. Anthony Dexter, Eva Gabor, Alan Hale, Jr., and James Seay are featured performers. The film is in color by Color Corporation of America.

Buried treasure takes Dexter as Kidd, his cohort Hale and Miss Gabor to a West Indian island. Seay, as a British nobleman, pursues the trio with a band of cutthroats. His intention is to steal Dexter's treasure and pay his debts. While spying for Seay, Miss Gabor falls in love with Dexter and reveals the nobleman's plan.

When they reach their destination, the trio is involved in a series of skirmishes with Seay's band and a group of pirates encamped on the island. Dexter, with Miss Gabor's aid, eliminates the pursuers and regains his gold. Seay's henchmen go down in Dexter's ship when it is set afire and explodes. Dexter and Miss Gabor row back to the island together after escaping the explosion.

Aubrey Wisberg and Jack Pollexfen wrote and produced "Captain Kidd and the Slave Girl." Lew Landers directed the film.

Running time 83 minutes. General classification. For release in May.

Asks Continued Ban On Narcotics Film

PHILADELPHIA, May 23.—District supervisor of the Federal Narcotics Bureau, Joseph M. Bransky, requested the Pennsylvania Board of Censors to reject Hallmark Production's appeal to lift the ban on "She Shoulda Said No."

Bransky testified before Judge Edwin O. Lewis during a hearing on the appeal by Edwin P. Rome, representing the film producers, who declared that the board's ban was a "prior restraint, a prior prohibition rather than punishment for an offense."

The film was characterized by Bransky as "insidious propaganda" that would teach juveniles the method of using narcotics. He said the picture also shows methods of using marijuana that are not generally known to the public. "The procedure for selling narcotics, as shown in the film, should not be made public," Bransky testified. Judge Lewis reserved decision.

Brown to Receive V.C. Heart Award

BOSTON, May 23.—Walter A. Brown, chief barker of the Variety Club of New England, will receive the club's Heart Award on Thursday at a banquet in his honor. George Murphy, M-G-M star, is flying here from Hollywood to be toastmaster of the banquet to be held in the Hotel Statler.

Six New England governors have been invited and other dignitaries expected are the commissioner of the National Hockey League, the commissioner of basketball, international chief barker George Hoover of Miami, his predecessor Jack Beresin and the Red Sox baseball team.

S-W Sells House in Manchester, Conn.

HARTFORD, May 23.—Stanley-Warner Management Corp. has announced sale of the Circle Theatre, Manchester, Conn., in compliance with the Federal anti-trust suit.

The new owners, House and Hale Corp., a real estate firm, will convert the structure into stores, offices and warehouse facilities. Sale price was not disclosed.

The S-W circuit will continue operation of the State Theatre in that city.

'Obsession' Set for Cleveland Premiere

"Magnificent Obsession," Universal-International's color by Technicolor production, starring Jane Wyman, Rock Hudson and Barbara Rush, will have its world premiere at the RKO Palace Theatre in Cleveland on July 15, Charles J. Feldman, vice-president and general sales manager of Universal, announced over the weekend.

Barbara Rush, co-starred in the film with Miss Wyman and Hudson, is due in Cleveland today from California to help spark the world premiere campaign through a series of television and radio appearances and newspaper interviews.

Simonelli to Assist

Charles Simonelli, Universal's Eastern advertising and publicity department manager, is scheduled to go to Cleveland to help set the advance promotional campaign for the premiere in meetings with Ben Katz, U-I's Midwest promotion representative, and Duke Hickey, Universal's field exploitation representative in Cleveland.

"'Magnificent Obsession' will receive the same all-out national promotional handling and local level attention that produced the record results for 'The Glenn Miller Story,'" Simonelli stated.

The world premiere in Cleveland and the national launching of the picture is being backed by one of the most comprehensive promotional campaigns in the history of the company, Simonelli said.

ABC Film Post to Richard R. Morgan

Richard R. Morgan has joined ABC Film Syndication, Inc., as assistant to president George T. Shupert. In assisting Shupert in general business affairs, Morgan will handle administrative details in all phases of the corporation's operations.

Morgan formerly was executive secretary of Allied Motion Picture Theatre Owners of Western Pennsylvania, and previous to that post was general manager of Consolidated Theatres of Salt Lake City and served as legal adviser to General Television Enterprises. From 1939 to 1949, Morgan served as liaison between Paramount's sales and legal departments. He is the son of Oscar Morgan, short subjects sales manager of Paramount Pictures.

Prospects Brighter For Reciprocal Trade Program

WASHINGTON, May 23.—The outlook for some extension of the reciprocal trade program has brightened as a result of President Eisenhower's statement that he will settle for a simple one-year extension of the program this session.

Film industry leaders have supported the trade program on the theory that the industry, with its large overseas markets, is a major beneficiary of freer world trade.

The President had originally asked for a sweeping program of further relaxation in U. S. tariffs, as recommended by the Randall Commission. This seemed certain to provoke a bitter fight in Congress, and possibly result in Congressional failure to extend the program even as it exists in its present form.

But last week, Mr. Eisenhower said he was reconciled to just a one-year extension of the present law and would postpone the Randall Commission recommendations until later. On Friday, House Ways and Means Committee chairman Reed (R., N. Y.), one of the key house opponents of the Randall report, indicated he would go along with the one-year extension and would permit his committee to hold hearings and act on the bill late in the session.

Fox Associates in Tribute to Caplan

More than 100 associates of Morris Caplan, manager of the sales statistical research department of 20th Century-Fox, paid him tribute at a testimonial luncheon at Toots Shor's restaurant on Friday. After 37 years with the company, Caplan is taking a leave of absence due to illness.

Treasurer and secretary Donald A. Henderson told of the company's regret at Caplan's retirement. Messages greeting the veteran statistician from president Spyros P. Skouras, distribution director Al Lichtman, executive vice-president W. C. Michel and executive assistant general sales manager W. C. Gehring, were read by Roger Ferri, toastmaster.

Speakers included assistant general sales manager Arthur Silverstone, Eastern sales manager C. Glenn Norris, Atlantic division manager Martin Moskowitz and home office sales executive Jack Bloom.

Melvin Fox to Build Levittown Theatre

PHILADELPHIA, May 23.—Melvin J. Fox, president of Fox Theatres, Inc., announces the opening on May 30 of the Town Theatre, a 1,200-seat house in Levittown. The Town, designed by architect David Supowitz, will be the first new theatre built in the Delaware Valley area since 1950 when Fox Theatres constructed the Mt. Holly Theatre in Mt. Holly, N. J., and in 1949 when Fox built the Merben Theatre in the Mayfair section of Philadelphia.

Appointed Sales Director

Frank J. Shea, former director of television and commercial sales for the March of Time, has been appointed director of industrial sales for John Sutherland Productions in New York.

Atlas-RKO

(Continued from page 1)

earlier that he is negotiating with Hughes to buy the latter's RKO holdings but that no definite understanding has been reached yet.

The RKO Pictures shares are selling in the open market at a premium over the $6 per share at which the stock may be redeemed by holders up to June 30. The Atlas buying, which has amounted to more than 800,000 shares since the first of the year, is largely credited for the increase in market price. Odlum said Atlas would like to get control of RKO Pictures Corp. and operate it as a subsidiary, using it to take advantage of a special situation, which has been the investment policy of Atlas Corp. in the past, he said. He did not specify what the special situation was he had in mind.

Public Holds 900,000

With the combined Atlas and Hughes' holdings of RKO Pictures stock accounting for approximately 2,500,000 shares, only about 900,000 shares remain in the hands of the public, since an estimated 500,000 shares have been tendered to the company for the $6 redemption price.

RKO Pictures sold its assets to Hughes for $23,489,478. Its sole asset is the remaining cash, and its corporate being.

20th Reports Spurt

(Continued from page 1)

Al Lichtman at the weekend, the company announced.

Results of meetings between company division and branch managers and salesmen from the 38 domestic and Canadian offices show that plans are moving rapidly by circuit and independent theatre operators to equip with CinemaScope in time to realize the full potential of the strong summer and fall exhibition seasons.

Wobber Reports on West

Indication of the sharp increase in orders is seen in a wire to Lichtman from Western division head Herman Wobber, who reports a total of 139 new outdoor and conventional situations equipping throughout his six exchange territories.

Montreal branch manager G. L. Chernoff also has forwarded a report on the CinemaScope picture in his territory to the effect that the United Amusement Circuit will equip 15 theatres in Montreal shortly, all with full stereophonic sound. Other towns equipping immediately are Richmond, Lachute, Beauharnois, Asbestos, Rimousky and Grand'Mere, also with full stereophonic sound, Chernoff discloses.

Upper N. Y. Equipping

Plattsburg and Saratoga, N. Y. have placed orders for CinemaScope, N. O. Rosen, Albany branch head, announces; while Saul Malisow, Minneapolis branch manager, forwards word that the Fergus, Fergus Falls, Minn., operated by Ben Berger, president of the North Central Allied, is equipping with complete stereophonic sound.

The Owen, Owen, Wis., is also readying a full stereophonic sound installation. Other theatres in Malisow's area equipping with one-track magnetic sound are the State, Hutchinson; Lake, Detroit Lakes; Cloquet, Cloquet; Capitol, St. Paul; El Lago, all Minnesota; and the Minot Drive-in, Minot, N. D.

Arbitration Up Again at Meeting Today

(Continued from page 1)

sible, to formulate the machinery for the operation of a plan. All major exhibitor groups except Allied States Association will be represented at the parley.

Mitchell Wolfson, of Miami, a delegate of the Theatre Owners of America to the sessions, appeared to express the tone of the TOA on the matter when he said at the weekend that he hoped for a "fair and impartial system which, if accomplished, will be the greatest public relations step-forward that the industry could accomplish." He said that the TOA representatives were going into the meeting with an open mind and with the hope that the results would be satisfactory to both exhibition and distribution.

Last Drive in 1952

The last active campaign for an arbitration system ended in late 1952 when the distributors' draft of a formula was rejected by Allied at its November national convention in Chicago. Since that time, to paraphrase Mark Twain, "everybody talked about arbitration but nobody did anything about it." That held true until recently when the sales managers committee decided to put the item high on its agenda for the year's activities. Eric Johnston, MPAA president, furthered the cause when he agreed to invite exhibitor associations to a general meeting. He is slated to preside at today's conference.

Allied Still Aloof

To date, Allied has declined participation in the revived arbitration discussions. The association has indicated that it will by-pass participation unless, and until, it was agreed that film rentals could be arbitrated.

When the distributors' draft was rejected by Allied, Abram F. Myers, general counsel, listed eight "plus" factors in the plan.

They were: (1) the proposed system was "one way arbitration," i.e. it could be instituted by an exhibitor, but not by a distributor; (2) provisions for clearance; (3) protection against arbitrary refusal of a run; (4) a "partial" remedy for hardships and abuses of competitive bidding; (5) the barring of the forcing of pictures; (6) provision for the arbitration of alleged contract violations; (7) conciliation, and (8) the awarding of damages up to double damages when a deliberate intent to injure an exhibitor was found.

At the same time Myers listed as "minus factors" (1) the lack of provision for the arbitration of film rentals; (2) the authorization of two pre-release pictures per distributor per year and the fact that such pre-re-release engagements would be exempt from restrictions on the institution of competitive bidding; (3) the fact that bidding reforms should have been volunteered by the distributors, and (4) the limitations of the awards to double damages in contrast to the mandatory triple damages provided by the anti-trust laws and also suggested limitation to four years, a period less than the statute of limitations in some cases.

While most of today's exhibitor representatives are prepared to "start from scratch" on a new plan, it is reported that many of them favor the retention of many of the provisions in both the distributors' and exhibitors' drafts of 1952.

Exhibitors to Fight Tax

(Continued from page 1)

caused by TV competition and the Federal tax. We have no alternative but to do everything in our power to persuade City Hall to solve its financial problems in some other way. Instead of tapping a new source of tax revenue, the city will destroy one of New York's most important local industries. We are fighting for our lives."

Frisch pointed out that the motion picture industry in New York City has never opposed any tax which affected all industries and all people alike. "We have always willingly carried our share of the city's burdens. To pick out our theatres for a discriminatory tax merely means that City Hall will put out of business many more struggling theatres."

Chaiken, representing Local 54, porters and cleaners union, speaking for thousands of theatre workers, pointed out that the proposed tax will bring about the loss of jobs and prevent the workers from progressing salary-wise.

Legitimate theatres, through the League of New York Theatres, also joined in the opposition. The League said the tax would be "oppression on an industry that is unfortunately in a weakened position, but which nevertheless is the biggest single attraction to bring visitors to New York City with the resultant benefit to hotels, restaurants, department stores and the like.

Meanwhile, the City Council finance committee voted out the city's proposed $1,639,438,325 budget for 1954-'55 and it was passed by a special session of the Council late Friday. The record budget was responsible for the city's search for new revenue sources with its last-minute turn to entertainment as the goat. The finance committee shelved the proposed extension of the three per cent city tax to service industries, leaving the ticket tax as virtually the only revenue source in sight remaining to make up that loss.

Tax Cut Widely Retained Says Gov't Bureau Report

WASHINGTON, May 23. — The Bureau of Labor Statistics, in its overall consumer report issued here Friday, declared that the upward revision of admission prices to theatres in many sections of the country has offset any advantage to the theatre patron that might otherwise have resulted from the reduction of the 20 per cent Federal tax on admissions.

Film Stocks Active

(Continued from page 1)

bia preferred was up 1 to 81, with 23,000 shares changing hands.

Republic Pictures turned active, both the common and preferred making fractional gains to set new highs for the year. The common, with 31,000 shares traded, was up 5/8 at a closing price of 4½. The preferred gained 3/8 to close at 11½ on a turnover of 3,300 shares.

Universal common also hit a new high for the second consecutive trading day, closing at 22¾, a gain of ¾, on a 3,000-share turnover. Universal preferred was up 2½ to close at 68¼. Warner Bros. closed at 16, a gain of 3/8, a new high for the year.

Minn. Union Official

(Continued from page 1)

Neb., union official who was drafted in 1945 to fight Communist infiltration in Hollywood, is opposing Richard Walsh of New York, incumbent president. Brewer left his union post on the Coast last fall after a dispute with Walsh and has since been employed as an administrative assistant to Steve Broidy, president of Allied Artists.

Makelim

(Continued from page 1)

state rights organizations, but affiliated independent distributors.

Makelim was accompanied here by Sam Nathanson, his vice-president and general sales manager. They will conduct similar meetings in Boston on Tuesday, Baltimore on Wednesday, Indianapolis on Thursday and New Orleans on Friday. Next week's itinerary has not been completed.

The independent producer and Nathanson described the New York sessions as one of the most enthusiastic on the cross-country schedule.

AA 39-Week Net

(Continued from page 1)

income taxes of $304,000 whereas $269,000 was set up for that use last year. After this provision, the net profit amounted to $281,289, compared to $316,127 a year ago.



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VOL. 75. NO. 100 NEW YORK, U.S.A., TUESDAY, MAY 25, 1954 TEN CENTS

To Base New Formula on 1952 Arbitration Drafts

Sub-Committee to Sift Old Provisions to Be Incorporated Into New Proposed Plan; Expect Sessions to Last 3 More Days

Drafts of an industry arbitration plan which were prepared by exhibitor and distributor groups in 1952 will be used as the basis for a new formula, it was agreed yesterday by those attending the opening session at the Hotel Astor here of a series of conferences designed to formulate an arbitration system for the industry. A sub-committee, yet to be named, will tackle the task of reducing the provisions of the drafts into a single document which, it is hoped, will be satisfactory to both sides.

The long planned arbitration discussions got under way yesterday morning and present indications are that they will continue for at least three more days. With Ralph Hetzel, vice-president of the Motion Picture Association of America, as chairman, the meeting was punctuated at times by sharp disagreements, freely expressed by both exhibitors and distribution sales managers.

Hetzel presided in place of MPAA president Eric Johnston who, after making a brief address of greeting, had to leave for Omaha, where he was to address the Chamber of Commerce last night.

In some instances, exhibitors would not commit their respective organizations to the proposals. This was true in the case of Harry Arthur, representing the Southern Cali-

(*Continued on page 3*)

Debate Issues

Walsh, Brewer Confront Each Other at Meet

Brewer's Hat in Ring; Walsh Answers Charges

PITTSBURGH, May 24.—Roy M. Brewer and Richard F. Walsh, international president of the IATSE, confronted each other here yesterday for the first time since Brewer displayed his interest in challenging Walsh for the I.A. presidency. The two appeared before a meeting of 125 delegates to the 30th annual meeting of the Tri-State Association, from Pennsylvania, West Virginia and Ohio.

In answer to an inquiry by Walsh, Brewer assured him that he was a candidate for the I.A. presidency and in the race to the finish. The election is scheduled to take place during I.A.'s bi-annual convention in Cincinnati, Aug. 9.

Brewer accused Walsh of failing to give local unions, particularly smaller locals, full support in their efforts to protect their economic interests. He read one of many letters he said he has received accusing Walsh's administration of "representing management rather than unions."

He also charged Walsh with failing

(*Continued on page 7*)

Name Compo Poll Group

The make-up of the committee of advertising experts who will devise a plan for a national audience poll for the choice of the best picture of each month, quarter and year was announced here yesterday by Robert W. Coyne, special counsel of the Council of Motion Picture Associations, which is sponsoring the plan.

Those who have accepted invitations to serve on the committee are Mrs. Alice N. Gorham of the United Detroit Theatres Corp.; Senn Lawler, Fox Midwest Amusement, Kansas City; Paul Levi, American Theatres Corp., Boston; Emil Bernstecker, Wilby-Kincey Theatres, Atlanta, and Ralph W. Russell, manager of the Palace Theatre, Canton, O., a unit of the A. G. Constant Theatre Circuit, which conducted a successful audience poll of a similar nature two years ago.

The committee will meet at the Astor Hotel on June 5 and 6. Named by the COMPO press relations committee, the audience poll group will be greeted by members of the press committee consisting of Harry Man-

(*Continued on page 7*)

Claims Device To Convert 2-D Into 3-D Films

DENVER, May 24.—Merf Evans, manager of the Lakewood, demonstrated to a group of press and film people his patented invention, a mirror arrangement, that is clamped on the lens of a projector and, it is claimed, turns any two-dimensional film into three-dimensional projection. The same device, it is said, can also be used on television broadcasting equipment.

Glasses are required in either instance to get the picture into focus. Evans claimed the cost to theatres would be very small. He will use it later this week on a showing of "The Living Desert" at the Lakewood. He

(*Continued on page 6*)

First Victory

WIN TIME IN N.Y. 5% TAX FIGHT

Out 4 Days, Jury Finds for Theatre

SALT LAKE CITY, May 24.—A jury in the Federal District Court of Judge W. W. Ritter here today recommended that Village Theatre, Inc., operator of the Villa Theatre in Salt Lake, be awarded $20,000 damages, and that the treble award provision also be exercised in the suit of the plaintiffs against Paramount Pictures and Intermountain Theatres, Inc.

Village Theatre, a subsidiary of Joseph L. Lawrence Theatres of Salt Lake, claimed Paramount Pictures

(*Continued on page 7*)

New York exhibitors won a significant victory in their fight against New York City's proposed five per cent tax on admissions yesterday when at a City Hall meeting they obtained Mayor Robert Wagner's assurance that the tax would not be enacted today, as originally planned.

Indications are that Gotham's entertainment industry will be given time enough to present its case at a public hearing, perhaps in another week or 10 days.

Robert Coyne, special counsel for the Council of Motion Picture Organizations, said the New York City exhibitors' emergency committee, set up to meet the tax threat, has filed

(*Continued on page 6*)

"The Student Prince"

(M-G-M)
(CinemaScope)

THE panoramic effectiveness of CinemaScope, added to the popular melodies of Sigmund Romberg's robust drinking songs and tender love songs, which are enhanced by stereophonic sound, and the ever-popular story of the prince and the barmaid should establish "The Student Prince" as a leading contender at the box-office. Here is solid entertainment, fast-paced, lavishly mounted and virtually flawless in production techniques. Ann Blyth and Edmund Purdom, in the top roles, have been surrounded by an able supporting cast. Mario Lanza's voice has been dubbed in expertly for Purdom's role. The picture, adapted from Wilhelm Meyer-Foerster's novel, will be available with four-track magnetic or Perspecta stereophonic sound which can be used on a single optical track.

The tender handling of the well known love story by director Richard Thorpe is filmed in Ansco color. In picturesque surroundings, familiar songs such as "Serenade," "Deep in My Heart, Dear," "Drink. Drink, Drink," "To the Inn We're Marching," "Come Boys, Let's All Be Gay,

(*Continued on page 3*)

Personal Mention

J. ROBERT RUBIN, M-G-M vice-president and general counsel, returned to New York yesterday from Durham, N. C.

•

LLOYD L. LIND, vice-president and general sales manager of Interstate Television Corp., and TERRY O'NEILL, Eastern sales representative, are in Chicago from here.

•

ROBERT W. COYNE, special counsel to the Council of Motion Picture Organizations, has returned to New York from Hollywood.

•

LOUIS DE ROCHEMONT and MRS. DE ROCHEMONT will return to New York from Europe today aboard the "Queen Elizabeth."

•

ABE GOODMAN, 20th Century-Fox advertising manager, returned to New York over the weekend from the West Coast.

•

MITCHELL WOLFSON, delegate of the Theatre Owners of America to the arbitration meeting here, has left New York for Chicago.

•

HARRY FELLERMAN, sales head for the special films division of Universal-International, is in Boston from New York.

•

DAVID A. BADER, executive assistant to MORT SACKETT, president of Commonwealth Film and Television, Inc., has left New York for Chicago.

•

HARRY LOUD, in charge of trailer production for M-G-M, is in New York from Hollywood.

•

FORTUNAT BARONAT, director of publicity for Universal, has left New York for Barcelona, Spain.

•

BILL REILLY, of "The American Weekly," has returned to New York from the Coast.

•

DAVID TOMLINSON, British actor, will arrive in New York today from London via B.O.A.C. Monarch.

•

WILLIAM B. ZOELLNER, in charge of M-G-M shorts and newsreel sales, is in Oklahoma City from here.

•

EDWARD LACHMAN, president of Lorraine Carbons, will return to New York today from Madrid.

•

GRACE KELLY will arrive here from the Coast tomorrow.

Beauty Contest Tieup Is Promoting 'Guitar'

A beauty-contest tieup between Brandt's Mayfair Theatre here and the five R. H. Macy department stores has been launched as a promotional feature of Republic Pictures' "Johnny Guitar," starring Joan Crawford. The winner will be chosen Thursday evening at the theatre and will receive a trip to Hollywood and a screen test at Republic.

Catholic Paper Hits Chicago Film Ads

CHICAGO, May 24. — "The New World," official paper of the Archdiocese of Chicago, continues its attack on newspaper publishers and motion picture producers and exhibitors in an editorial titled "Smut . . . Smut . . . Smut . . . and More Smut," blasting the papers for accepting "The most sexed-up advertising in their motion picture and entertainment columns these eyes have seen."

The editorial singles out several downtown theatres, including the Woods, United Artists, State-Lake, Chicago, Roosevelt, and Monroe for censure because of their front displays on pictures such as "Carnival Story," "River of No Return," "Wicked Woman," "Best Years of Our Lives" and "The Long Wait."

The editorial, in the May 21 issue of the paper, winds up with a plea to "you, the people. You're responsible for permitting it. Eternal vigilance is the price we have to pay to preserve democracy and a right moral order."

Adds to Holdings of RKO Theatres Stock

Dudley G. Layman, a director of RKO Theatres Corp., bought 5,000 shares of the company's common stock in April, increasing his direct holdings to 18,000 shares, the New York Stock Exchange reported. Harry M. Warner, president of Warner Bros., reported making a gift of 3,650 shares of common stock of his company in April, decreasing his holdings to 106,150 shares, apart from an interest in a beneficiary trust of 8,000 shares.

$67,000 in Four Days For 'Coins' at Roxy

"Three Coins in the Fountain" grossed $67,000 in the first four days of its run at the Roxy Theatre here, according to figures compiled yesterday by the management of the house. The CinemaScope feature, which opened at the theatre last Thursday, was supported by one of the strongest promotional campaigns yet devised by Charles Einfeld and his advertising-publicity staff at 20th Century-Fox.

AA Dividend Declared

HOLLYWOOD, May 24. — Payment of 13¾ cents per share for the first quarterly dividend on the 5½ per cent cumulative convertible $10-par stock in Allied Artists Pictures Corp., payable June 15th to stockholders of record on June 5th, has been authorized by the board of directors, AA president Steve Broidy today disclosed.

Hecht, Hill Here

Harold Hecht, executive producer of the Hecht-Lancaster Organization, and James Hill, producer of the Gary Cooper - Burt Lancaster $3,000,000 Technicolor starrer, "Vera Cruz," will arrive in New York today by air from Mexico City for meetings with United Artists executives on release plans for "Apache," "Vera Cruz" and other forthcoming Hecht-Lancaster Productions.

Rosoff in Parking Tieup With Theatre

Cars will be parked free for Paramount Theatre patrons who first dine at Rosoff's Restaurant. In addition to the free parking, good from 6:00 P.M. until 6:00 A.M., Monday through Friday, except holidays, Rosoff's will pay for the second Paramount admission ticket for any two of its diners.

Settle Denver Trust Case Out of Court

DENVER, May 24. — A $300,000 triple damage suit against Wolfberg Theatres and United Artists, filed by L. K. Lee, head of Kar-Vu Theatres, Inc., has been settled out of court for what was said to be a "fair-sized amount." Lee had sued, alleging violation of anti-trust laws, claiming he was not able to secure the same terms for second run United Artists films that were enjoyed by Wolfberg Theatres.

Wolfberg operates five drive-ins in Denver, with Lee operating one at the time the suit was filed. He has now opened a second drive-in here, and operates two at Colorado Springs and one at Greeley, all in Colorado.

'Tiger and Flame' Acquired by UA

"The Tiger and the Flame," filmed entirely in India, has been acquired for release by United Artists, it was announced by president Arthur B. Krim.

The picture was produced and directed by Sohrab M. Modi, leading Indian film-maker, with Hollywood's Academy Award-winning Ernest Haller as director of photography. Forrest Judd, who was associated in the production of "The River," served as associate producer of "The Tiger and the Flame."

Elaborate Premiere For 'Mighty' May 27

HOLLYWOOD, May 24.—Elaborate preparations have been completed for a full-dress invitational premiere to be held at the Egyptian Theatre here Thursday of "The High and the Mighty," Wayne-Feliows CinemaScope feature for Warner Brothers. Top figures in the industry, as well as civic dignitaries, are expected to attend the event, at which John Wayne will personally introduce members of the cast from the stage of the theatre.

Waller Memorial in Huntington Thurs.

A memorial service for Fred Waller, inventor of Cinerama, who died last Tuesday, will be held on Thursday at the Old First Church in Huntington, L. I., where Waller resided.

A Fred Waller Memorial Fund has been established in Huntington. It is headed by H. L. Tuttle, president of the Bank of Huntington.

Films' Future Is Assured, Johnston Tells Omaha C. of C.

OMAHA, May 24.—The vitality of the motion picture in developing new techniques and its role as a cultural as well as entertainment medium insures it a definite future, Eric Johnston, president of the Motion Picture Association of America, said in an address before the Omaha Chamber of Commerce tonight.

The industry already plays an important role in the production of films for television; it uses TV to tell home audiences about its new films; it is pioneering in the development of theatre television usage, and it will be a key factor in pay-as-you-see television in the future, Johnston said.

"In our industry we do not view with alarm the popularity of television," he said. "To the contrary, television has broadened the horizons of moviedom and presented it with exciting potentials, opportunities and markets for film products. Television and the movies have increasingly become complementary media."

Johnston re-stated the industry's reliance upon and confidence in its system of self-regulation, as exemplified by the industry's Production Code. "We will continue to uphold the general concept that wholesome entertainment is the best entertainment," Johnston said. He informed his listeners of the magnitude of the motion picture industry, its global operations as well as its significance to the Main Streets of America.

To Show 'Stormy' With Keller Film

"Stormy, the Thoroughbred," Walt Disney's Technicolor production about a colt with an inferiority complex, has been booked by the Guild Theatre on the program featuring the world premiere of "The Unconquered," the new film story about and with Helen Keller.

Photographed in the Blue Grass country of Kentucky and on a ranch in California, "Stormy, the Thoroughbred" was produced and directed by Larry Lansburgh.

The Guild Theatre program will be unveiled at a premiere in June. The exact date will be announced shortly.

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EXHIBITORS OFFER 7-POINT PLAN

Film Rentals Not a Subject For Arbitration

(*Continued from page* 1)

fornia Theatre Owners Association. Conspicuously missing, as expected, were Allied States Association representatives.

Both sides announced their stands and points which they believed should be arbitrated. Herman Levy, general counsel for Theatre Owners of America, argued that "any matter affecting the orderly distribution of motion pictures, except the amount of money an exhibitor shall pay for film, shall be arbitrable. This shall include, but not be restricted to, the following: clearance, runs, conditioning, contract violations, print shortage, competitive bidding and pre-release of pictures."

Al Lichtman, 20th Century-Fox director of distribution and speaker for the sales managers, stated: "The distributors are prepared to discuss each and every specific item considered by any party to the conference as pertaining to the distribution of film, except film rental terms.

"They are willing that the arbitration agreement reached here should specify that other matters not specifically now agreed upon may be added to the matters subject to arbitration at any time during the operation of the arbitration system proposed by any party to the arbitration agreement and which has the approval of all other parties.

"They cannot agree to arbitrate matters not now known to them and not agreed upon at this conference. They take this position because exhibitors have the right to invoke arbitration but no such right is given to the distributors. Moreover, effective arbitration administration requires that with respect to each matter agreed upon to be arbitrated, principles will be incorporated into the arbitration agreement to guide the arbitrators in reaching a decision.

"If the agreement is to include the arbitration of matters not now known or determined, obviously it is impossible to lay down principles for arbitration of such matters," he concluded.

Much of the morning session was devoted to argument over procedure, as to which should be discussed—mechanics of arbitration or substance of arbitration. After all exhibitor organization representatives announced their stands, it was jointly decided in a 15-minute caucus by exhibition to join efforts and announce a joint position.

Lichtman, after hearing the exhibition stand, stated that it was "one-sided" and that the distributors are willing to listen and arbitrate at any time with exhibition. Arthur countered: "Let distribution offer counter proposals."

Reporters were asked by Lichtman not to approach any of the delegates for statements or information during the sessions and industry participants were asked to cooperate with the request. The meetings, however, were opened to the press.

Both exhibitor and distributor groups were quick to present their respective stands but when it came to being specific, Lichtman and a majority of the distributors gave indication that all final decisions would be reached in closed caucus rooms of the subcommittee and not on the open floor of the conference. Such conferences will not be open to reporters.

Mitchell Wolfson of Miami and Harry Arthur of Southern California Theatre Owners Association clashed on a prospective agenda as the session opened. Wolfson introduced a seven-point plan which he felt should be discussed first. The plan was enlarged to nine points when Claude Ezell, representing drive-in operators, proposed covering fair trade practices and a moral aspects clause.

Urges Local Boards

Arthur put his plan in the form of a motion which concerned itself primarily with the mechanics of a permanent arbitration in which he suggested local arbitration boards of two distributors, two exhibitors and a neutral arbiter, an appeal board in New York of similar proportions, with an unlimited field of arbitrable disputes.

The exhibitors held a short caucus, at the end of which they presented a united front encompassing parts of the ideas of both Wolfson and Arthur.

Among those in attendance at the opening session were: Herman Levy, Mitchell Wolfson, Si Fabian, of TOA; A. W. Schwalberg, E. K. (Ted) O'Shea, Austin Keough, Sid Blumenstock, Hugh Owen, Monroe Goodman, Jerry Pickman, Paramount; Lichtman and William Gehring, 20th-Fox; Morey Goldstein, Allied Artists; International Drive-ins' Sidney Lust and Claude Ezell; Julius Sanders, Max Cohen, Ray Rhone, Abe Leff, ITOA; Leo Brecher of MMPTA; Charles Boasberg, Leon Bamberger, RKO; Eric Johnston, Ralph Hetzel, Sidney Schreiber, MPAA; Robert Perkins, Howard Levinson and Ben Kalmenson, Warner Brothers; Harry C. Arthur, Jr., Al Hanson and James H. Arthur, SCTOA; Abe Montague and Irving Moross, Columbia; Ben Melkiner, M-G-M; Bernard Kranze from UA; and Charles Feldman of Universal.

Exhibitors Ask Self Regulation Of New System

Six More Para. Films To Canada This Year From Sept. to Dec.

TORONTO, May 24.—In a policy revision which represents a departure from its previous releasing method for Canada, Paramount Pictures has announced that it will release five top features between September and the end of December, and, additionally, will offer Irving Berlin's "White Christmas" as a special release. The announcement was made by Gordon Lightstone, Paramount's Canadian general manager, during the three-day annual Canadian sales meeting of the company held at the King Edward Hotel here.

Included in the new list of product are: "Rear Window," with color in Technicolor, an Alfred Hitchcock production starring James Stewart, Grace Kelly, Thelma Ritter and Wendell Corey; "Sabrina," produced and directed by Billy Wilder and starring Humphrey Bogart, Audrey Hepburn and William Holden, and "The Bridges of Toko-Ri," with color in Technicolor, a Perlberg-Seaton production, starring William Holden, Grace Kelly and Fredric March. Filmed in Italy (based on Homer's Odyssey) is "Ulysses," with color in Technicolor, starring Kirk Douglas, Silvana Mangano and Anthony Quinn. Also made in Italy, "Mambo," starring Miss Mangano, Shelley Winters and Vittorio Gassman.

20,063 'Noon' Dates

As of May 15, United Artists' "High Noon" has played 20,063 engagements, the company announced at the weekend. The Stanley Kramer production, his last for UA, was released in May, 1952.

Para. Acquires 'Elms'

Paramount Pictures has acquired the film rights to "Desire Under the Elms," one of the greatest plays of the late Eugene O'Neill.

"The Student Prince"

(*Continued from page* 1)

Boys" and "Golden Days" will please audiences everywhere. Other top-notch tunes which help make this lavish production stand-out entertainment are "Beloved," "I'll Walk with God" and "Summertime," all melodies which will stimulate word-of-mouth about the picture's merits.

Backed by the popularity of Romberg's tunes, this newest production of "The Student Prince" should achieve an unusual measure of genuine success. The sheer beauty of the production is sufficient to carry it, but the film offers much more.

Purdom, as Prince Karl, reared without the pleasures of childhood, goes to Heidelberg and falls in love with Kathi, an innkeeper's niece, portrayed by Miss Blyth. Edmund Gwenn, S. Z. "Cuddles" Sakall and John Ericson smoothly assist the romance between the principals enabling the exuberant youth to have a fling amid ideal surroundings. The illness of the king, Louis Calhern, summons Purdom back home and although loving Kathi, he is forced to marry a princess, portrayed by Betta St. John of "South Pacific" fame. The unhappy ending is less detrimental than usual for it is the logical and only possible ending to a love story between a prince and a commoner. Purdom assumes his title with the knowledge of sincere past love.

Also in the cast are John Williams, John Hoyt, Evelyn Varden and Richard Anderson. Joe Pasternak and Richard Thorpe produced and directed from a screenplay by William Luwig and Sonya Levien. Romberg's tunes are supplemented by additional lyrics and music by Nicholas Brodszky and Paul Francis Webster. Photography under the direction of Paul C. Vogel is excellent.

Running time, 107 minutes. General audience classification. Release in June.

A 10-minute musical M-G-M Jubilee Overture under the baton of Johnny Green featuring top tunes from past productions, marks the 30th anniversary of the film company. Appearing prior to the above feature, this short will be sold along with "The Student Prince."

LESTER DINOFF

Orders in England For CinemaScope Continue to Mount

LONDON, May 24.—The upsurge in CinemaScope equipment installations which began with the recent lifting of 20th Century-Fox's stereophonic sound restrictions continues at a good pace here.

Contracts have been signed for full-gear installations in 18 of Sidney L. Bernstein's Granada Theatres. Sir Alexander King, key exhibitor in Scotland, announces that 14 of his larger theatres will be equipped.

The Army Kinema Corporation, an increasingly important factor in the booking position here, will put CinemaScope into 13 of its larger houses attached to military camps in various parts of the country. AKC plans a gala opening of "The Robe" at one of the larger camps on July 19 in the presence of Army top-brass.

Senate Group Acts On New Tax Measure

WASHINGTON, May 24. — The Senate Finance Committee tentatively approved a provision in the House-passed technical tax bill to make large corporations pay part of their income taxes in the same year the money is earned.

At present, corporations pay their taxes on one year's income in the following year. The House bill made the pay-as-you-go provision apply to firms with an anticipated tax bill of $50,000 or more. The Finance Committee said the provision should apply only to firms expecting to pay $100,000 or more in income taxes.

Awards by Morrow

Douglas Edwards, chairman of the Mike & Screen press dinner, announced that Edward R. Murrow will present the mike and screen press awards, at the dinner to be held at the Hotel Waldorf Astoria here on June 4.

DEAN MARTIN and JERRY LEWIS



COLOR BY TECHNICOLOR

LIVING IT UP

PARAMOUNT'S JULY FIREWORKS!

It's headed to beat every Martin & Lewis gross to date–because it's their first show based on a smash musical straight from the Broadway stage. A barrage of big production, blazing color, hit songs, gags and fun fired by your top boxoffice stars teamed with scintillating Janet Leigh and sizzle-lating Sheree North.

SONGS

That's What I Like • Champagne and Wedding Cake • Money Burns A Hole In My Pocket Ev'ry Street's A Boulevard In Old New York • You Are The Bravest • How Do You Speak To An Angel • You're Gonna Dance With Me Baby.



Co-starring

JANET LEIGH
Edward Arnold

with

FRED CLARK · SHEREE NORTH

Produced by PAUL JONES · Directed by NORMAN TAUROG

Screenplay by JACK ROSE & MELVILLE SHAVELSON

From the Musical Comedy HAZEL FLAGG

Book by Ben Hecht • Music by Jule Styne • Lyrics by Bob Hilliard

Based on a Story by James Street

WHEN SHEREE SHAKES THE WHOLE TOWN QUAKES!

Anatomically speaking, boys, the gal's atomic. Stand back while she dances because she hits with a high voltage shock. First time on the screen—for the sensational personality who stopped the show in "Hazel Flagg" and made it the outstanding sell-out it was!

Exhibitors Win Time to Fight Tax

(*Continued from page* 1)

a formal request for open hearings on the proposed city tax. Coyne said the mayor indicated such meetings could be held before the City Council, the Board of Estimate, or the mayor.

The development eliminates the earlier prospect that the tax would be "railroaded" through the City Council today without even a fair opportunity for the industry representatives to present their case. This morning the Board of Estimate will meet at 10:30, and the City Council will hold a session at 1:30. Coyne said a delegation will stand by before and during the morning session of the Board of Estimate to await developments.

Yesterday afternoon approximately 70 exhibitors from the Metropolitan area met and adopted a resolution urging exhibitors from all five boroughs to contact their City Councilmen on an individual basis and to inform them of the harm the proposed tax could cause if enacted.

Meet for Two Hours

Yesterday morning the emergency committee met for two hours with Mayor Wagner and Deputy Mayor Epstein behind closed doors. Among those meeting with the city officials were Harry Brandt, president of the Independent Theatre Owners Association; Nicholas M. Schenck, president of Loew's; Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association; J. R. Vogel, vice-president of Loew's; Samuel Rosen, executive vice-president of Stanley-Warner; Sol A. Schwartz, president of RKO Theatres; Leonard Goldenson, president of American Broadcast-Paramount Theatres; Jerome Chaiken, president of Local 54, Cleaners and Porters, AFL; Herman Gelber, president of Local 306, Projectionists Union, AFL; Tom Murtha, chairman of the Tenth District, theatrical locals of New York State, Local 4, IATSE; John McDowell, secretary, Local 1, IATSE; and Coyne.

Among the arguments against the tax presented to the mayor by committee spokesmen were:

¶ The estimate that the five per cent amusement tax would produce $16,000,000 is erroneous so far as motion picture theatres are concerned. Based on actual box-office figures, the tax would produce not more than $4,000,000 from films, and probably only $3,000,000 if attendance is harmed as much as anticipated, it was contended.

¶ A list of 144 theatres closed in the Metropolitan area since 1950 was presented. The loss of jobs by theatre workers, the adverse effect on neighboring real estate and stores was underscored.

¶ The motion picture industry was one of two industries which the U. S. government found most in need of tax relief. Government statisticians convinced the President, the Congress and the Treasury Department that the film industry had to have tax relief. The industry was given consideration beyond any other industry. "Now New York City Hall is closing its eyes to the distress of one of the city's most important industries," the statement declared.

¶ This threatening tax blow comes just at a time when the struggling theatres are still working their way out of their troubles, due to TV competition and the Federal tax. The recent reduction of the Federal tax has not yet had a chance to alleviate the theatres' distress. It will take a long time to wipe out past losses. The city tax will close many theatres hanging on by a thread.

¶ New York is the hub of the film business. The national home offices and film exchanges, employing thousands, are located here. These will be affected, as well as the theatres.

¶ The New York City theatres comprise one of the largest tax-paying groups in the city; they already pay all general taxes, plus a number of special taxes and licenses aimed at this business.

¶ It has always been the policy of the film groups never to oppose any general tax which applies to all businesses and citizens. They do oppose bitterly being singled out for a discriminatory tax which will drive away their customers.

A development in the case included a proposal from Local 802 of the American Federation of Musicians, AFL, that the tax be placed on the present free admissions to radio and television shows, instead of establishing the film levy.

Al Manuti, president of 802, said some 3,000,000 persons annually take in free radio and TV shows and "this has harmed the amusement industry." The city "has not searched enough" for sources of new revenue but has been "too hasty" in proposing the film tax, he added. Rates proposed by the union for radio or TV shows were 25 cents for a half-hour program and 50 cents for an hour show.

Industry Reaction Rapid

The overnight mobilization of the opposition to the tax has set a precedent in the history of the motion picture theatre, spokesmen of the emergency committee emphasized. If New York exhibitors succeed in killing off the threatened tax, the victory should furnish a fine example to other exhibitor groups throughout the nation and should serve as a warning to city governments that the industry cannot take further taxation lying down, the committee statement added.

Within hours after the tax storm broke, a surprise, in view of previous assurances that no such tax would be considered, committees were at work. The committee that visited Mayor Wagner yesterday was the most imposing ever assembled by the industry, spokesmen said. In the meantime, they indicated that thousands of letters and wires from theatre owners and workers are pouring into the Mayor's office.

'Never So Aroused'

Oscar A. Doob, chairman of the executive committee of the Metropolitan Motion Picture Theatres Association, said the field "has never been so aroused." He announced that Albert Sindlinger, noted market analyst whose research was instrumental in the recent reduction of the Federal admissions tax, has been recruited to compile statistics to determine just what revenues could be paid by a five per cent city tax. Sindlinger also will study the profit situation here to determine the number of local theatres currently losing money.

GREATEST NEWS YET IN THEATRE SOUND!

PERSPECTA STEREOPHONIC SOUND

Multi-directional sound on a standard optical track

This is it! The simple, permanent sound system that solves all the exhibitor's stereophonic sound problems—and it's fully compatible with conventional sound systems. Projection procedures remain the same, too.

Exhibitors with stereophonic sound can switch to Perspecta Stereophonic Sound by installing only an integrator unit, design-engineered by Fairchild. Theatres equipped for conventional sound need only that single miracle unit plus additional power amplifiers, loudspeakers and a multiple gang fader.

REMEMBER! *MGM, Paramount and Warner Bros. are now filming all productions with this new technique.*

See your theatre supply dealer for full information or write:

FAIRCHILD RECORDING EQUIPMENT

MOTION PICTURE SOUND DIVISION • WHITESTONE 57, NEW YORK

Trust Edict Ok'd

Denver Appeal Turned Down By High Court

WASHINGTON, May 24.—The Supreme Court today refused to overturn a lower court decision upholding an anti-trust action brought against major distributors by Cinema Amusements, Inc., owner of the Broadway theatre in Denver.

In so doing, the high court turned down a bid by distributors for a ruling that the consent decrees in the Paramount case should not be admitted as evidence in private anti-trust suits against them.

Cinema's suit charged a conspiracy to deprive it of first-run films, and a District Court awarded it $300,000 damages. This decision was upheld by the Tenth Circuit Court of Appeals, and Loew's, 20th Century-Fox and RKO appealed to the Supreme Court.

The Supreme Court today, however, said in would not take the appeal, in effect upholding the lower court decision.

In their appeal, Loew's and Fox had argued that the District Court and Circuit Court had been wrong in permitting use of the Paramount consent decrees in the Denver case. They said a Supreme Court ruling that the Paramount decrees were not admissible as evidence in private anti-trust suits would bring an end to many "untenable" exhibitor suits now pending in lower courts.

However, Cinema Amusements answered that the evidence it had produced was sufficient to sustain a verdict against the distributors even without reference to the Paramount decree.

The Justices gave no reason today for their decision not to grant the appeal, merely noting their decision in a long list of orders handed down this afternoon. The decision not to hear the Denver case clears the Supreme Court docket for the time being of all film cases.

3-D Device

(*Continued from page* 1)

intends trying to interest film interests in the device. Failing in that, he will offer it to television interests, he said. Evans declared the use of the device would save Hollywood over $1,000,000 a year.

'Long Wait' to Criterion

The Criterion Theatre has been selected as the site for the New York premiere of "The Long Wait," the Parklane production starring Anthony Quinn and Charles Coburn.

ALWAYS GOOD! ALWAYS ON TIME! TELL YOUR PATRONS ABOUT IT WITH A FILMACK TRAILER

1327 S. Wabash - Chicago, Ill. 630 Ninth Ave. - New York, N. Y.

Walsh, Brewer

(*Continued from page* 1)

to deal effectively with certain problems of the Alliance, which he outlined as organization of television, support of exchange workers and contracts for traveling stagehands.

Brewer also stated he resigned his I.A. post in Hollywood last year because Walsh failed to support "a sound program for dealing with the Hollywood studio situation."

Walsh in Rebuttal

Walsh defended his administration, stating if local unions were dissatisfied, he is unaware of it as they had failed to present complaints. He criticized Brewer for a report Brewer presented to the I.A. executive board in Las Vegas in March, 1955, outlining Brewer's recommendations dealing with Hollywood problems, and also for the manner in which Brewer handled his resignation from the Hollywood I.A. post.

Brewer is in the third week of a cross-country tour in which he set out to ascertain the extent to which the "draft-Brewer" sentiment, first manifested in the West, prevails.

Jury Favors Theatre

(*Continued from page* 1)

would not sell it exclusive first-run product or day and date with downtown theatres or moveovers. The complaint also claimed that Intermountain Theatres, Inc., a subsidiary of Paramount Theatres, had conspired with Paramount Pictures to prevent the Villa from obtaining first-run films. The Villa is a four-year old de luxe theatre located about seven miles from downtown Salt Lake. Village Theatre sought $120,000 treble damages.

Jury Got Case Wednesday

Arguments in the case took 10 days before it went to the jury last Wednesday at noon. The jury was out Thursday all day, returned Friday morning and reported they were hopelessly deadlocked. Judge Ritter asked them to deliberate further. They were discharged over the week-end and returned their verdict at noon today.

David K. Edwards is vice-president and general manager of Lawrence Theatres.

Ray M. Hendry, vice-president and general manager of Intermountain, said the case would be appealed.

Compo

(*Continued from page* 1)

del, Harry Goldberg, Oscar Doob, Jerry Pickman and Kenneth Clark. It is also expected that one or more of the three members of the COMPO governing committee, Sam Pinanski, Wilbur Snaper and Al Lichtman, will be present. Coyne and Charles E. McCarthy, COMPO information director, also will be in attendance at the committee's sessions. The poll committee will choose its own chairman.

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Television--Radio

with Pinky Herman

HOLLYWOOD'S Charlie Ruggles, who's been "dabbling" a bit in TV lately, will star regularly in a situation-comedy TV series, "The World of Mr. Sweeney," which formerly was a once-a-week feature on the Kate Smith Show. Supervised by Sam Schiff and scripted by Arthur Stander, the new program will summer-replace "Eddie Fisher's 'Coke Time'" (Wed. & Fri) and "Dinah Shore Show" (Tues. & Thurs.) over the NBChain. . . . Singing star of Cole Porter's "Can-Can," Peter Cookson, will do an "off-to-Buffalo" June 5 to fulfill a raft of TV guestints. With his pipes, it's a cinch Cookson will have his own TV series in the fall. . . . Paul Whiteman's new hour-long musical "On the Boardwalk," which will originate from Atlantic City's Steel Pier, preems Sunday (8:00-9:00 P.M.) over ABC-TV. Produced by Whiteman, the talent-hunt will be directed by Art Stober, with Bernie Lowe musical director. Lark Mindy Carson, Evelyn Ay (Miss America, 1954) and Dudley Wilkenson, of MGM, will judge the first batch of talent.

☆ ☆ ☆

The lavish and colorful sets being assembled by Guy Lombardo for his forthcoming production of "Arabian Knights," by Carmen Lombardo and John Jacob Loeb, which will preem June 25th at Jones Beach, may well earn the ork pilot sobriquet, "modern Flo Ziegfeld." . . . Hollywood personalities, including Teresa Wright, Larry Parks, Shelley Winters, Peter Lawford, Will Rogers, Jr., Ida Lupino, Jack Lemmon and others, have been signed to star in a new series of 13 half-hour programs, "Top Plays of 1954," which, NBCommencing Tuesday, June 1, will summer replace "Armstrong Circle Theatre." Helene Curtis Industries will sponsor the series. . . . Frank Farrell, columnist on the N. Y. "World-Telegram," and emcee of the new "Luncheon at the Sheraton," a daily (1:00 P.M.) program of WABChit-chat with celebrities, is the possessor of an easygoing manner aided by beaucoup savvy on world and local news which make this a breezy, informal and easy-to-listen-to show. . . . Les Paul and Mary Ford will make their final guestints June 4 and June 9 on the "Garraway" and "Perry Como" TV'ers, respectively until after the arrival of Sir Stork expected early in October.



Guy Lombardo

☆ ☆ ☆

The travelingest (ah there, Mr. Webster) radio-TV figure in America, Harry Wismer, flew to California Friday where he addressed several hundred General Tire dealers, thence back to N. Y. in time to launch his new ABC-TV series for the Thorobred Racing Association, Sunday, 4:30 P.M. over ABC. With his regular Hearst Metrotone News telecasts (seen in 55 cities), his daily radio show, "Wonderful City," beamed via Mutual across 580 stations, and his special sportscasts, Harry's surname would easily be spelled W-H-I-Z-mer. . . . Tanned as a berry, Chic Siegel, director of activities at Al Prusoff's Glenmore in Chester, N. Y., enthusiastically reminding a group of pale-faces in front of Lindy's about Glenmore's scenic and recreational wonders (plug over). . . . Sylvia Kunin's local KCOP (Hollywood) series, "Debut," which features budding artists, has caught the eyes and ears of the public and is a cinch to go network real soon.



Harry Wismer

☆ ☆ ☆

Dr. Frances Horwich, the gracious and most beloved school marm (Miss Frances) of the NBChildren's TValued series, "Ding Dong School," responsible for the establishment by the Teacher's College of Columbia U. of an annual $2,000 Frances Horwich Graduate Fellowship, will receive a Doctor of Pedagogy degree at Bowling Green State U., June 4, and on June 12, will be awarded Northwestern U.'s "Merit Award." Our congratulations to Dr. Horwich for having brought such honor, diguity and scholastic achievement to television. . . . A new telefilm series, "This Is Baseball," sanctioned by Commissioner Ford Frick, is currently being shot at the Emerson Yorke studios in Gotham with Ted Husing the commentator. The Pearson Adv. Agency has exclusive sales rights to the 52 subjects.

Optical Device to Be Shown at NTFC Meet In N. Y. Thursday

The Howell-Rogin cellomatic optical device which is said to produce animated effects from film stills and are cells for live television or filmed animation, will be demonstrated at the National Television Film Council luncheon meeting at the Warwick Hotel on Thursday, Mel Gold, NTFC president, announced.

The device is considered by its inventors to contribute materially to the production of lower cost film animations.

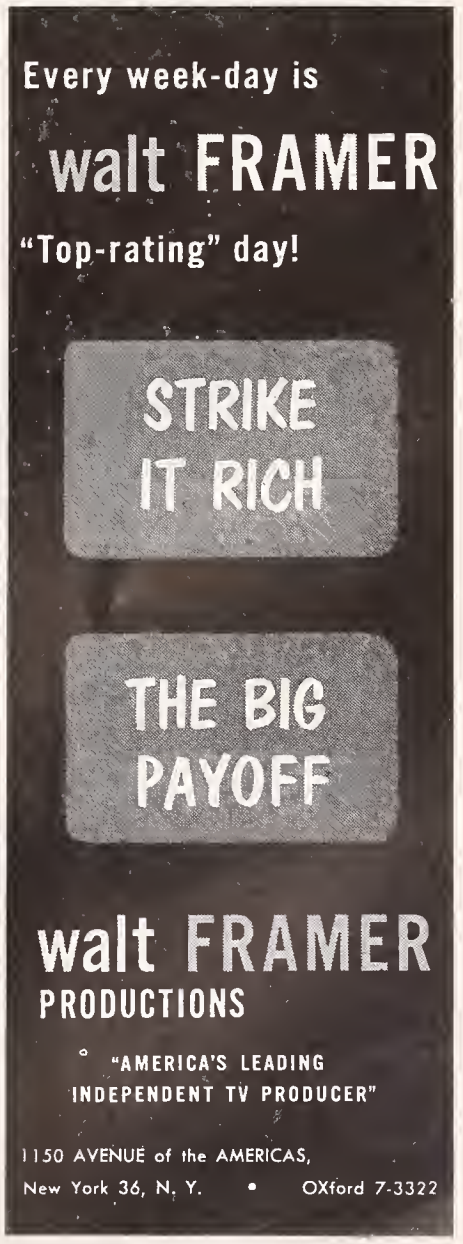
RCA Showing Stereo In Dayton Drive-in

A two-day series of CinemaScope exhibitions for the trade and press representatives is in progress at the Belmont Auto Theatre, Dayton, where RCA stereophonic sound equipment has been installed.

The showings, the first of which was held yesterday, are being sponsored by the Mid-West Theatre Supply Co. of Cincinnati, and designed to point up the values of RCA's two-speaker stereophonic sound system for outdoor theatres.

Another demonstration will be held today with the attraction 20th Century-Fox's "Beneath the 12-Mile Reef." Size of the screen is 38 x 96 feet.

Earlier this month, exhibitors from all parts of Ohio attended showings of "The Robe" with stereophonic sound at Belmont Auto Theatre.



Sol Schwartz

President RKO Theatres, says:

"THE CAINE MUTINY is the answer to a theatre man's dream."

THE CAINE MUTINY



STARRING

Humphrey Bogart · Jose Ferrer
Van Johnson · Fred MacMurray

and Introducing

ROBERT FRANCIS · MAY WYNN COLOR BY **TECHNICOLOR**

Screen Play by STANLEY ROBERTS · Based upon the Pulitzer prize winning novel by HERMAN WOUK

Directed by EDWARD DMYTRYK · A COLUMBIA PICTURE · A STANLEY KRAMER PROD.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 101 NEW YORK, U. S. A., WEDNESDAY, MAY 26, 1954 TEN CENTS

Public Hearing June 1

N. Y. C. Exhibitors Rushing Tax Opposition Campaign

New York City's Board of Estimate yesterday approved the proposed five per cent municipal tax on admissions and referred it to the Finance Committee, which will hold a public hearing on the proposal at City Hall next Tuesday. No action will be taken by the City Council on the tax until some time after the public hearing.

Thus, the metropolitan theatre and other entertainment organizations gain at least a week in which to rally and express opposition to the proposed measure.

The opposition planned by the emergency committee will get under way immediately in the form of paid advertisements in daily newspapers setting forth the damaging aspects of the tax and enlisting public support in opposing it; in newsreels and trailers which will be shown on the screens of every theatre in the city and will constitute one of the most complete enlistments of the screen in its own cause in a community in the history of the industry, and in public demonstrations by unions, guilds and others likely to be adversely affected by imposition of the tax.

The first of such rallies will

(*Continued on page 6*)

N.J. Exhibitors Hail Showings Of New Lenses

New Jersey Allied's "comparative" demonstration of anamorphic lenses at the Mayfair Theatre, Hillside, N. J., yesterday, was "revealing" and "informative," according to exhibitors who attended. Approximately 70 theatre men from all parts of the state saw four different makes of lenses put into operation, using clips from Warner Brothers' "The Command" as the guide.

Expressions of opinion following the showings pointed to a need for similar demonstrations in all parts of

(*Continued on page 2*)

Expanding Program

Set Huston-AA Deal; Wyler, Wilder Contracts Pending

A deal whereby John Huston will become a producer-director-writer with Allied Artists has been signed and contracts calling for the services of Billy Wilder on the same basis are being drawn, Steve Broidy, Allied Artists president, announced yesterday. At the same time, Broidy said that negotiations between his company and director William Wyler were expected to be completed shortly. Wilder, Huston and Wyler are Academy Award winners. Huston's pact involves a minimum of three pictures on an exclusive arrangement.



Steve Broidy

First Huston production to launch the new association will be Rudyard

(*Continued on page 4*)

Challenge US Right To Sue in Schine Consent Decree Case

BUFFALO, May 25.—The right of the government to institute civil contempt of court proceedings in cases where it has suffered no direct loss came under attack in Federal Court here today as a hearing on motions involving Schine Chain Theatres, Inc., its officers and affiliated corporations began before District Court Judge John Knight.

The Schine chain, its officers, J. Meyer Schine, John A. May and Louis W. Schine; three other individuals and eight other corporations have

(*Continued on page 6*)

Progress Reported

DEBATE RENTALS IN ARBITRATION

But Both Sides Agree On Unrestricted Number Of Pre-released Films

By LESTER DINOFF

The issue of film rentals as an arbitrable subject cropped up here yesterday as industry representatives entered their second day of discussions designed to formulate a workable plan for an industry arbitration system. A heated debate was touched off when A. Montague, vice-president and general sales manager of Columbia Pictures, asserted that exhibition "directly or indirectly" will have the rentals point included as an item on the agenda of the sessions.

Representatives of exhibitor organizations, the Motion Picture Association of America and the general sales managers committee of the MPAA entered the understanding that film rentals were not to be included.

Montague, taking the floor during the last minutes of yesterday's sessions, which were interrupted by a recess to allow two exhibitors to attend the New York City admission tax parley, stated that Southern California Theatre Owners Association's representative Harry C. Arthur, Jr., would inject, before the meetings are concluded, the touchy subject of film prices.

Max A. Cohen, Independent The-

(*Continued on page 4*)

No Bar to N.T. Buy in Magna

WASHINGTON, May 25.—The Justice Department said it would not oppose a petition filed in New York District Court today by National Theatres, seeking permission to buy $1,000,000 of debentures of Magna Theatre Corp.

Justice decided not to oppose the petition after National, Magna and Todd-AO interests agreed to certain conditions on the investment. A hearing will be held on the petition before the New York court on Friday afternoon.

National must get court permission under a provision in the 20th Century-Fox decree which declared that National could not invest in any firm engaging in film distribution without court permission and a showing that such investment would not restrain competition.

Magna plans to produce and distribute pictures under the Todd-AO process, with the first film slated to be "Oklahoma."

With the purchase of the $1,000,000 of debentures, National will receive warrants entitling it to acquire, over a 10-year period, up to about four per cent of the outstanding Magna common, and also to a four and one-sixth

(*Continued on page 6*)

'The High and the Mighty'

[Wayne-Fellows—Warner Bros.]

(CinemaScope)

HERE is something different in entertainment which for that reason, and because it is expertly put together and richly endowed with production values, is sure to garner a swelling chorus of favorable word-of-mouth which will place it high on the want-to-see list of every theatre patron. It is a virtual cinch to be among the top box office entries of the year.

"The High and the Mighty," as the millions already familiar with the Ernest K. Gann best-selling novel are aware, is a "Grand Hotel" type of story which etches the individual dramas presented by the passengers aboard an air liner which is imperiled by mechanical failures en route from Hawaii to San Francisco. William A. Wellman has directed with such deftness as not only to show the effects of impending doom on the characters of such a varied lot as might be found among the passengers and crew aboard an air liner but also to make of the threatened flight a completely believable and personal experience fraught

(*Continued on page 4*)

Personal Mention

ARTHUR SYDNEY ABELES, managing director of Warner Brothers Pictures, Ltd., London, will sail from New York for England today aboard the "Queen Mary."

•

HARRY F. SHAW, division manager for Loew's Poli-New England Theatres, and MRS. SHAW will return to Connecticut early in June from San Francisco.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Boston from New York.

•

JACOB H. KARP, executive assistant to Y. FRANK FREEMAN, Paramount Pictures studio vice-president, has returned here from Europe and Israel.

•

LIVVIO DOTTOR, manager of the State Theatre, Jewett City, Conn., has been named manager of the new Plainville (Conn.) Drive-in.

•

E. K. "TED" O'SHEA, Paramount Pictures distribution vice-president, has returned here from Salt Lake City and Denver.

•

LOUIS ASTOR, Columbia Pictures sales executive, is in Los Angeles from New York.

•

P. T. DANA, Universal Pictures Eastern sales manager, will return here today from Gloversville, N. Y.

•

ROSS HUNTER, producer, will arrive here today from London via B.O.A.C. Monarch.

•

AVA GARDNER will arrive in New York today from Europe and will leave here tonight for Hollywood.

•

C. ROBERT FINE, president of Perspecta Sound, Inc., has left New York for the Coast.

•

FRANK DALEY has been named assistant manager of the E. M. Loew's Theatre, Hartford.

Bank Elects Balaban

Barney Balaban, president of Paramount Pictures, has been elected a director of Manufacturers Trust Co., here, it was announced by Horace C. Flanigan, president.

'Robe' in 1-Track Sound on June 19

Prints of 20th Century-Fox's first CinemaScope production, "The Robe," will be available for exhibition with single magnetic and single optical track sound on June 19, Al Lichtman, director of distribution, stated here yesterday. "There has been much interest expressed in full magnetic sound since the CinemaScope forum and little interest by exhibitors in optical sound," he said.

New Lens Modifiers, Anamorphic Print Shown by Tushinsky

HOLLYWOOD, May 25.—A new all-purpose anamorphic print and new kit of modifiers for projection lenses were announced by the Superscope co-inventor, Joseph Tushinsky, at a trade demonstration this morning for Wiltern executives and studio technicians. Tushinsky also disclosed for the first time that tests have been successfully concluded showing that Cinerama's three constituent prints can be transferred satisfactorily by the Superscope system to a single 35 mm print that can be used on standard projectors. These developments have transpired subsequent to the New York demonstration in New York, previously reported in MOTION PICTURE DAILY.

Refers to N. Y. Showing

At the demonstration Tushinsky said in part, "When Superscope was shown in New York, many exhibitors brought up the difficulty of securing anamorphic prints in various ratios. Recognizing this as a serious obstacle to the variable system, Superscope set about to develop an all-purpose anamorphic print that could be shown through Superscope projection lens at any ratio between 1.66-1 to 2-1 without destroying the original composition or introducing any distortion. With this print, the exhibitor never uses an aperture less in height than standard Academy frame."

"Now wide screen also added another problem," he continued. "With every different size aperture, the exhibitor needs another set of primary projection lenses. They are not unduly expensive, but are difficult to get. So Superscope has now completed another development for the benefit of exhibitors—Superscope projection lens modifiers. With this kit in his possession, the exhibitor can modify one prime lens into several focal lengths without loss of quality or light. We feel this can open the way to standardization."

'Silver Lode' Used

The all-purpose print and lens modifiers were demonstrated with scenes from "The Silver Lode."

Tushinsky told MOTION PICTURE DAILY that several weeks of tests conducted with Cinerama footage supplied by that company have eventuated in results gratifying to both parties, and that a meeting will be held shortly with Cinerama executives to decide whether and to what extent Superscope systems will be used by Cinerama. Asked directly whether the Superscope process reproduced the Cinerama screen result without seams, Tushinsky said no, but that it minimized them, and that it does eliminate jiggle.

Luraschi Elected

HOLLYWOOD, May 24.—Luigi Luraschi, head of Paramount's studio international department, has been elected chairman of the international committee of the Association of Motion Picture Producers, succeeding William Gordon.

Pitt. Still Hit By Transit Strike

PITTSBURGH, May 25.—The transit strike of 2,700 trolley and bus operators of the Pittsburgh Railways Co. continues in its third week to cripple business in the downtown theatres, with no sign of the strike ending. In most cases, business is off as much as 40 per cent. The three local dailies are trying to help by contributing gratis promotional ads urging patrons to come downtown.

New Lenses

(*Continued from page* 1)

the country, inasmuch as both the demonstration and the question-and-answer forum which followed gave the exhibitors an opportunity to have many of the confusing technical issues clarified.

Presented on a comparative basis were the Tushinsky and Gottschalk Super Panatar prism anamorphic and Bausch & Lomb's and Walter Futter's German Vidoscope optical anamorphic lenses. Each was given the same treatment in presentation.

Cooperating in the showings were National Theatre Supply, Amusement Supply and Joe Hornstein, Inc.

Irving Dollinger served as chairman of the event, which was sponsored by Wilbur Snaper on behalf of the New Jersey Allied unit. George Hornstein set up the equipment.

'Operation Manhunt' Title for UA Film

"Operation Manhunt" is the final title for the forthcoming United Artists release formerly called "Igor the Spy," filming of which was completed this week on locations in Canada where the story is set.

The feature-length picture is based on the experience of ex-Soviet code clerk Igor Gouzenko since he went into hiding nine years ago under Canadian government protection after exposing an international atom spy ring.

'Dark' Bows June 16

"Johnny Dark," Universal-International's color by Technicolor production with a sports car racing background and starring Tony Curtis, Piper Laurie and Don Taylor, will have a two-city world premiere at the Rivoli Theatre in Toledo and at the Michigan Theatre in Detroit on June 16-18, launching a series of saturation territorial openings.

'Dial 'M'' Held Over

PHILADELPHIA, May 25.—Following a big first week, Warner Brothers' "Dial M for Murder," WarnerColor, starring Ray Milland, Grace Kelly and Robert Cummings, holds for a second week in its world premiere engagement at the Randolph Theatre here beginning tomorrow.

Gottschalk Reveals Installation Plans of New Printing System

HOLLYWOOD, May 25.—Robert Gottschalk, president of Panavision, Inc., today announced that the Technicolor laboratory has installed his company's Micro Panatar Printing System and that this anamorphic optical system, first installed at the Columbia studios, will be installed shortly in two other major studios. The Technicolor installation followed tests conducted with Columbia's equipment on loan, Gottschalk said.

Gottschalk said, regarding the Micro Panatar Printing System, "Panavision is announcing its existence and its function at this time because production and quality have reached a sufficiently high level on both the MPPS and Super Panatar projection system." The latter was demonstrated in New York last month. MPPS is to be used in conjunction with existing standard optical printers for purpose of "anamorphose," giving wide-screen dimensions to film not photographed at a wide-screen ratio and, conversely, reducing to small-screen ratio film exposed at the CinemaScope ratio or greater.

Has Delivered 316 Pairs

"In conjunction with the manufacture of MPPS," said Gottschalk, "Panavision manufactures the Super Panatar projection system for theatres. So far we have delivered 316 pairs of Super Panatar 35 mm projection systems to theatres and we have 2,000 pairs on order."

Projection lenses, obtainable from Radiant Screen Corp. and its outlets, cost $895 per pair.

MPPS is Gottschalk's second invention in the extra-dimensional field, the Super Panatar projection system having preceded it, and a third will be announced next month. That will be known as the Apo-Panatar Taking System, rounding out the Gottschalk lens trilogy, taking in the whole photographic side of the industry.

Fred Schaefer Dead; Edited Press Books

Funeral services were held in Norwalk, Conn., on Monday for Fred Schaefer, who was press book editor for RKO Radio Pictures for 20 years prior to his resignation in 1952. Schaefer died in Norwalk Hospital last Friday after a lengthy illness. He was 83 years old. Before joining RKO Radio he was with United Artists. He entered the industry with the old Vitagraph company and also was with the old General Film Co.

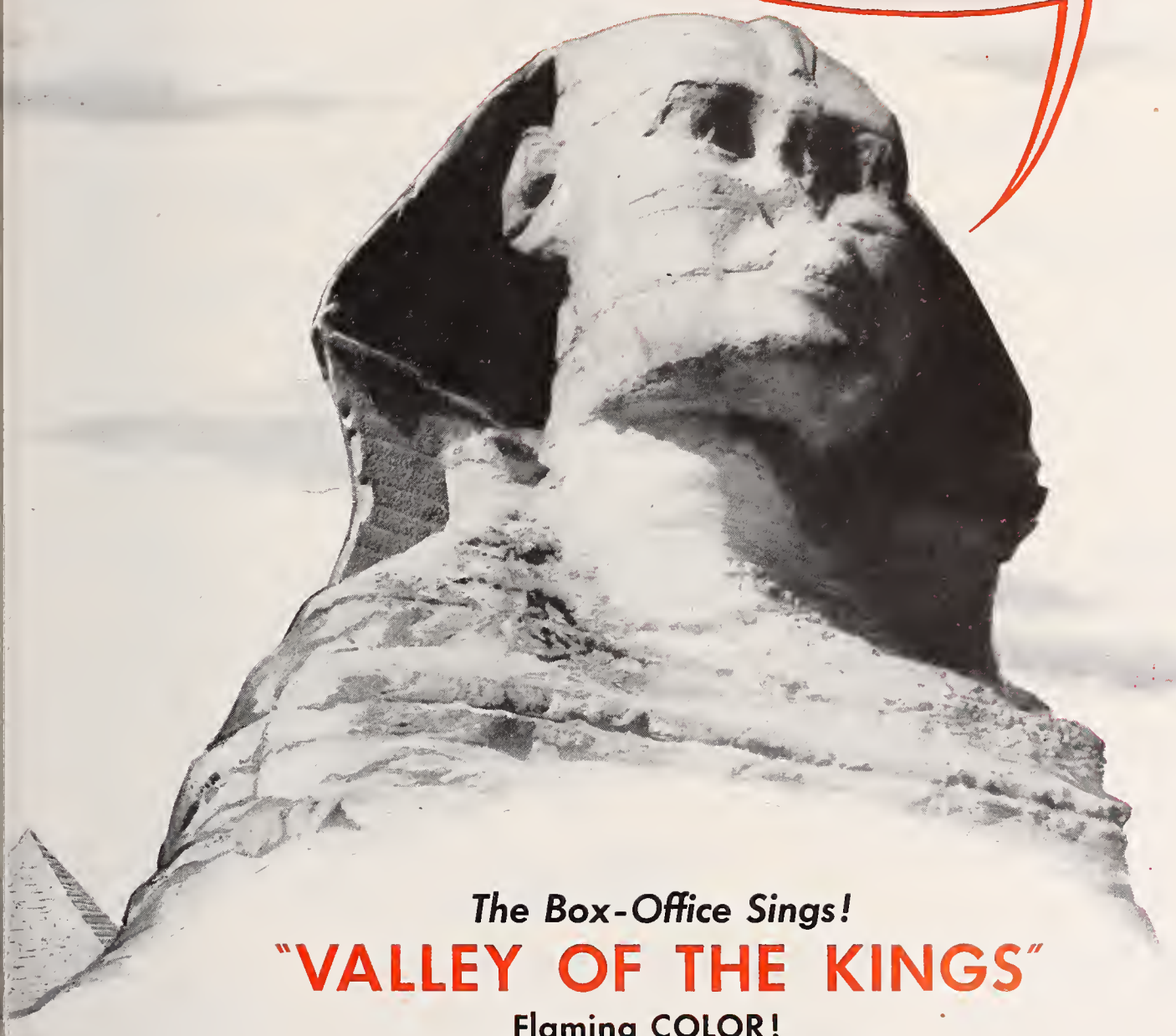
$50,000 Fire Razes Oklahoma House

OKLAHOMA CITY, May 25.—The Frontier Theatre burned down here, with damages estimated at $50,000. Cause of the fire was not known. The blaze began 30 minutes after the last of the audience had left. The building was a total loss.

The frontier, a suburban theatre that featured foreign and art films, had a $10,000 fire a few months ago.

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"I'm usually silent, but I've gotta talk now. I watched M·G·M making 'VALLEY OF THE KINGS' over here and I haven't seen anything so exciting in thousands of years. They've really captured the mystery and majesty of this fabulous land of the Pharaohs."



The Box-Office Sings!

"VALLEY OF THE KINGS"

Flaming COLOR!

M-G-M's mighty production starring

ROBERT TAYLOR · ELEANOR PARKER

CARLOS THOMPSON

With

KURT KASZNAR · VICTOR JORY and SAMIA GAMAL

Written by **ROBERT PIROSH and KARL TUNBERG**

Suggested by Historical Data in "Gods, Graves and Scholars" by C. W. Ceram

Photographed in EASTMAN COLOR

Print by TECHNICOLOR

Directed by **ROBERT PIROSH**

TRADE SHOWS
JUNE 18th

AA Deals

(*Continued from page* 1)

Kipling's "The Man Who Would Be King" for which Peter Viertel has been signed to do the screenplay. This film for which an outstanding cast will be obtained, will be Huston's next picture when he completes his current assignment, "Moby Dick," for Moulin Productions.

Broidy stated that the deal was initiated by Harold J. Mirisch, vice president of the company who, with G. Ralph Branton, also a vice-president of Allied Artists, were associated in the financing and Western Hemisphere distribution of "Moulin Rouge," a John Huston production. It was their connection with Huston on this film which eventually resulted in the latter's association with Allied Artists. Huston was represented in negotiations by Morgan Maree, Paul Kohner and Mark M. Cohen.

Broidy Cites Academy Citations

In making the announcement Broidy said, "We are proud that these great creative talents, who among them have won seven Academy Awards, are aligning themselves with Allied Artists. We expect to execute the contracts with Mr. Wilder within a reasonable period of time and negotiations with Mr. Wyler are progressing most satisfactorily. The changing condition of the business made it especially advantageous that our company make a major move. The public is buying outstanding pictures such as made by these three distinguished artists who represent the kind of boxoffice manpower sought by every major company in our industry. Allied Artists will be in a strategic position to capitalize on the current market."

Broidy continued, "As a result of the great progress made during the past three years in our production operation under the guidance of Walter Mirisch, executive producer, we are now able to take on this new operation. We will augment the Huston and anticipated Wilder and Wyler pictures with a greatly expanded high calibre production program."

Subject to Govern Process

In regard to new processes, Broidy said that the process to be used would be dictated by the subject matter of each production.

"We feel," said Broidy, "that film and finance circles will welcome this announcement as coming at a most opportune time because of the demand for additional sources of top product, which has been voiced by leading exhibitors during the past months."

U.S. Production Level Down to 22 Shooting

HOLLYWOOD, May 25.—Start of four new pictures and completion of six others dropped the American production level to 22, world-wide this week.

New undertakings are "The Moon Men" (Col.); "Thunder Pass," W. F. Broidy Corp. (Lippert); "Run for Cover," Pine-Thomas, VistaVision, Technicolor (Para.); and "There's No Business Like Show Business," CinemaScope, color (20th-Fox).

Completions: "Violent Men," Technicolor; "Rough Company," "The Long Gray Line," "Three for the Show," in CinemaScope and Technicolor (Col.); "Shadow Valley," "So This Is Paris," in Technicolor (U-I).

Spirited Debate on Arbitration

(*Continued from page* 1)

atre Owners Association representative, made a heated denial. "In the closed caucuses which exhibitors have held, at no time was the subject of film rentals discussed, indirectly or directly," he declared.

Agreement was reached during the morning session on the subject of pre-releases by both exhibition and distribution representatives. Herman Levy, general counsel for Theatre Owners of America and secretary of the meeting, stated, "We are in agreement that there shall be no limit to the number of pre-release of films, but in doing so, a distributor makes himself subject to the provisions of arbitration."

Much of the time yesterday was taken up by various interpretations of MPAA president Eric Johnston's letter inviting exhibitor organizations to attend the discussions. Arthur, president of SCTOA, interpreted the "Johnston letter" as an invitation to "a fresh endeavor to a simple, inexpensive method of arbitration of disputes." There is nothing in the letter which limits the disputes and it implies "any or all" disputes, Arthur said.

Austin Keough, general counsel for Paramount Pictures, took issue with the SCTOA representative over the interpretation and offered his own. He also objected to Arthur's having made public the SCTOA demands for arbitration prior to the meetings.

"There are two reasons why I am speaking so strongly at these sessions," he said. "I am correcting false impressions of fact and I am trying to do everything I can to further these arbitration discussions," Keough stated.

Exhibition's stand on local arbitration tribunal's makeup was altered unanimously to permit a "two-way" street providing distributors and exhibitors with the same appeal rights. However, Al Lichtman, speaker for distribution, stated that "the sales managers and distribution can not alter its position in these discussions."

"Nothing will come of this unless distribution is willing to sit down and arbitrate any and all disputes in the process of orderly distribution of films," Arthur said.

Levy Opposes Arthur

"Unless a system of self-regulation is forthcoming from these meetings, the SCTOA will ask for aid from outside the industry," Arthur said. Levy said that TOA is willing to stay in the meetings as long as possible and doesn't subscribe to the SCTOA stand as stated by Arthur.

Prior to the opening of the day's sessions, both exhibition and distribution held closed meetings. It was resolved by the sales managers that under clearances, any picture distributed in a special way to exhibition with unreasonable clearances is subject to arbitration. Al Hanson, SCTOA representative, stated that distribution could change clearances at any time and there was no set pattern for them. He also proposed that distribution take the attitude that it will have to help a "sick" industry by providing better pictures.

Lichtman responded: "Give us a fair trial—if we are to have unity, let's trust each other and in that spirit accept the distribution proposals."

Pre-Releases Discussed

There was much discussion by both sides concerning pre-releases. Max Cohen cited "The Robe" as a good pre-release and questioned M-G-M on advertising the re-issue of "Gone with the Wind" as a pre-release.

Arthur stressed that a "start from scratch" method of setting up arbitration boards should be made. Ray Perkins, Warner Brothers attorney, stated "We can not commit ourselves to any machinery which will arise in future arbitrable matters. Let us think of something which will be satisfactory to both sides," he said.

Si Fabian, member of the TOA committee, suggested that if there is something an exhibitor thinks should be arbitrated, then, he said, "let's arbitrate it."

National Appeal Board Asked

Another topic of discussion was the setting up of local arbitration tribunals and a national appeal board. Arthur asked that new problems which are posed by new film production methods and distribution systems be eligible for arbitration. Distribution was not very enthusiastic about including future problems but allowed that any subject not covered at the discussions now going on, might be considered arbitrable in the future.

Lichtman proposed that a continuing committee be appointed to take up all future matters for arbitration which are not now included. The committee will handle and expedite the arbitration of future exhibitor-distributor disputes as they arise, Lichtman suggested.

'The High and the Mighty'

(*Continued from page* 1)

with anxiety and suspense for audiences which behold his well-told tale.

Aiding him in this expert and satisfying result are fine performances by such seasoned troupers as John Wayne, Claire Trevor, Laraine Day, Robert Stack, Jan Sterling, Phil Harris, Robert Newton, David Brian and many, many others whose talent and sincerity build many a minor part into a rich and memorable contribution to the excellence of the whole. The CinemaScope process, in both panoramic air shots by day and by night, in sunshine and in storm, and its contributory illusion of audience participation in the charged atmosphere of the plane's cabin and control room, all illuminated by WarnerColor, are of major importance, too, in achieving the over-all result.

Wayne gives his typically satisfying performance as the veteran flier, reduced now by the years and an air tragedy which claimed the lives of his wife and son, to the role of co-pilot on the eventful flight with which the film is concerned. Stack is convincing as the captain and chief pilot who loses his nerve in the emergency, his first. William Campbell, as third pilot; Wally Brown as navigator, and newcomer Doe Avedon as stewardess complete the crew and acquit themselves splendidly.

Outstanding among the passengers are Claire Trevor, whose career as a mistress was cut short by her lover's death; Jan Sterling, opportunist and erstwhile contest winner en route back to the states to look over an honest man who has fallen in love with a photo of her taken years earlier; Harris and Ann Doran, a New Jersey middle class couple who had saved for years to make the trip to Hawaii only to find it a succession of disappointments ending with the imperiled flight back, and Laraine Day, heiress, and her dissatisfied husband, John Howard.

Also, David Brian as a man-about-town, trailed aboard the plane by a murderously jealous husband, played by Sidney Blackmer; Paul Kelly as an atomic scientist returning to the States from an experimental military post in the Pacific ready to renounce his work because of its destructive power; Robert Newton as a Broadway producer and Julie Bishop as his wife; Paul Fix as an elderly, wealthy invalid; John Qualen as an Italian fisherman returning to a large family in San Francisco; John Smith and Karen Sharpe as returning honeymooners; Joy Kim as a Korean girl en route to school in the States, and five-year old Michael Wellman, returning to one estranged parent after a visit with the other.

THE more or less routine flight with these assorted individuals aboard is disturbed first by plane tremors; then by fire in one of the four motors, extinguished, but with a fuel tank punctured by the propeller dislodged in the fire. Just past the "point of no return" calculations indicate the plane will be unable to make land unless it encounters a favorable wind. Bucking a storm, its radio hampered by static, the plane is out of communication with land but its distress message is picked up by a "ham" radio operator aboard a freighter and relayed to San Francisco. A substantial contribution to the interest of the picture is the rescue operations of the Coast Guard, both air and sea, depicted in action.

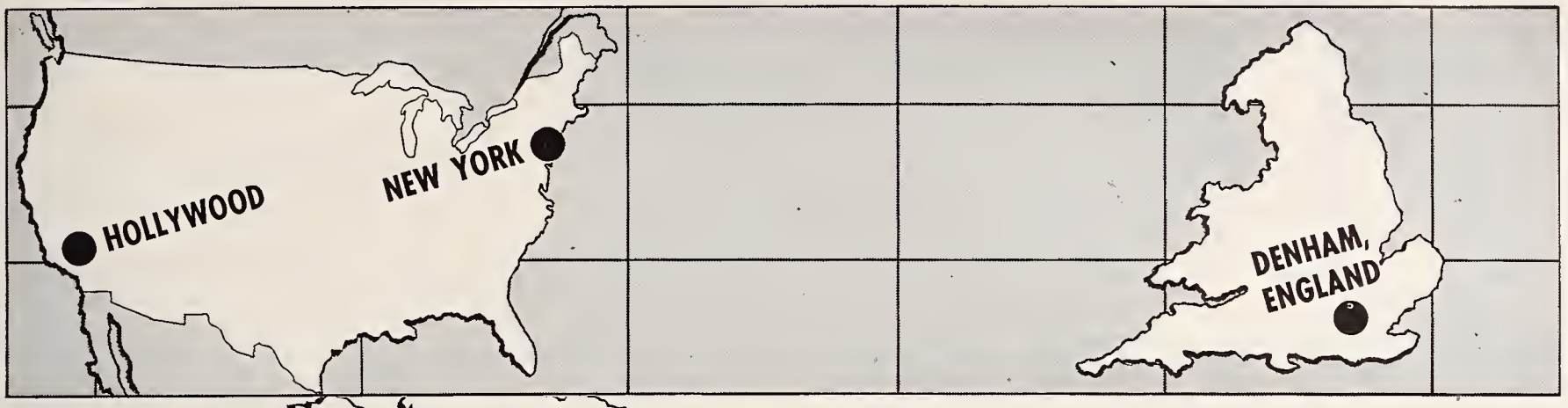
Aboard the plane, the individual dramas of weakness, strength, fear, courage, confusion or indifference unravel, with crew as well as passengers the principals. Tension mounts as the needed wind change does not come; contact cannot be made with the rescue plane and the decision whether to ditch the crippled plane or go on must be made. Suspense is successfully maintained, once the decision has been made, until the picture's end.

Dimitri Tiomkin composed an excellent score for the film which establishes and maintains moods effectively. Gann wrote the screen play from his own novel. One of the finest compliments that can be paid this distinguished Wayne-Fellows production is that one is never for a moment conscious of its length. Running time, 147 minutes. General classification. Release date, July 3.

SHERWIN KANE

Pathé now offers

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ALL "KNIGHTS OF ROUND TABLE" NEGS BY DENHAM LABORATORIES, LTD.

Denham Laboratories, Ltd., which, through mutual agreement, handle *Pathé*color processing in Europe, were entrusted with the important task of processing all the color negatives for the CinemaScope feature, "Knights of the Round Table," an MGM picture now breaking box office records plus kudos for color quality. *Pathé* executives have stated that they are proud to be associated with Denham Laboratories, Ltd., widely recognized for their high quality and efficient service.

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For the past 40 years *Pathé* has steadily been building a reputation for the phenomenal speed and quality of their negative processing and printing. From all over the world have come enthusiastic letters of commendation from producers of all types of motion pictures. Every job—large or small—is given the same careful attention. Expert consultant service available to all producers.

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Schine Case

(Continued from page 1)

been named by the Department of Justice in civil and criminal contempt show cause orders charging them with alleged failure to comply with the 1949 anti-trust consent decree issued by Judge Knight. The decree ordered the Schine chain to divest itself of 39 theatres and to make available to competing theatres first run films.

On order of Judge Knight the three corporation officers came into Federal court today to post appearance bonds of $2,500 each, set by the court.

Attorney Frank G. Raichle, representing the Schine defendants, had asked Judge Knight to set "a nominal bond, not in excess of $500."

Reserve Dismissal Decision

Raichle noted that other defendants, Howard M. Antevil, Donald G. Schine and Buffalo Council President Elmer F. Lux, described as officers of subsidiary corporations, would post bonds after the court has ruled on motions to dismiss the charges against them. Decision was reserved on the motions to dismiss.

Raichle requesting dismissal, argued that the government cannot bring civil contempt proceedings in such cases.

Joseph E. McDowell of Washington, trial attorney for the Anti-Trust Division of the Department of Justice, contended that the government may bring civil contempt charges to "compel compliance with the court's decrees."

MACO Leases 2 in St. Paul, Sioux Falls

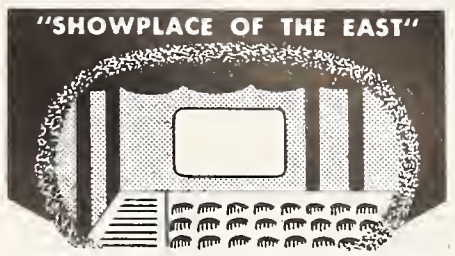
MINNEAPOLIS, May 25.—Minnesota Amusement Co. has leased two of its theatres, one in St. Paul and the other in Sioux Falls, S. D.

The 640-seat Capitol in St. Paul has been leased to Martin Lebedoff of Minneapolis, who took over May 10 and closed the house temporarily for the installation of wide-screen and other equipment changes.

The Sioux Falls house involved is the 876-seat Orpheum, which has been taken by the Sioux Falls Community Playhouse, which will use it for the 1954-1955 stock season.

'Canyon' in S.F. Today

SAN FRANCISCO, May 25.—"Black Horse Canyon," Universal-International's adventure film starring Joel McCrea and Mari Blanchard, will have its world premiere here tomorrow at the Golden Gate Theatre, launching a series of territorial openings which feature the use of "Black Flame," the trained horse which appears in the film.



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Exhibitors Rush Tax Opposition Drive

(Continued from page 1)

be held at the Rivoli Theatre on Broadway this morning and is expected to draw several thousand theatrical union members and entertainment industry employes, and by its very size, if nothing else, is certain to draw public attention to the demonstration.

City Budget Director Abraham D. Beame yesterday submitted a new estimate of $17,500,000 as the probable annual yield of the proposed tax. He had previously estimated it at $16,000,000 on the basis of 1950 Federal tax reports. His new estimate, it was said, was based on more recent Federal admission tax collections. It compares with an estimate of the Council of Motion Picture Organizations that the proposed tax would yield only $4,000,000 annually from city film theatres, which would represent about 65 per cent of the total yield from all other forms of taxable entertainment.

July 1 May Be the Date

Indications are that should the tax be passed it might not now become effective until July 1, instead of June 15, as planned, before the exhibitors' opposition was officially organized.

In accepting the admissions tax proposal yesterday, the Board of Estimate abandoned a proposal made earlier for a payroll tax of one-fourth of one per cent, one-half to be levied on the employer and one-half on the employe, which had been a possible alternative to the admission tax.

Details have not been made known by the city but it is believed the proposed measure, when drafted and introduced, will call for the five per cent tax to begin with the lowest admission. In other words, it is not expected to include an exemption of tickets below a certain price level, as the new Federal tax does on tickets of 50 cents or under.

This morning's meeting at the Rivoli will discuss their overall campaign to fight the tax and the mobilization of 10,000 industry workers in a proposed march on City Hall Tuesday, when the public hearing opens. Oscar Doob, chairman of the executive committee of the Metropolitan Motion Picture Theatres Association, said the Randforce Circuit collected 11,000 anti-tax signatures from patrons attending the circuit's theatres yesterday which will be sent to City Hall.

Expect Overflow Attendance

Doob said the meeting will overflow the Rivoli, which seats 2,094, and would probably "block traffic" in the area surrounding the theatre. Harry Brandt, president Independent Theatre Owners of New York, and Emanuel Frisch, Metropolitan Motion Picture Theatres Association, will act as co-chairmen of the rally.

Tax Will Close 138 Theatres: Cohen

Max A. Cohen, president of Cinema Circuit and a representative of the Independent Theatre Owners Association, disclosed at the Hotel Astor industry discussions on arbitration that if New York City imposes a five per cent tax on theatre tickets, he will close two of his theatres within the week.

"It is expected that if the tax is imposed, 138 New York City theatres will have to close," he said.

Hawaii Royal Circuit Gets 11 Para. 1st Run

HONOLULU, May 25.—The Royal circuit here, which for many years has been on a second-run policy, with the exception of Republic Pictures product, will shift to first-run as a consequence of competitive bidding involving 11 Paramount Pictures features. Paramount has awarded Royal first run on "Elephant Walk," "Casanova's Big Night," "Here Come the Girls," "Botany Bay," "Forever Female," "Money from Home," "Red Garters," "The Naked Jungle," "Alaska Seas," "Jivaro" and "Cease Fire."

These pictures will play day-and-date first-run in Honolulu at the King Theatre, downtown, and at the Queens Theatre in the heavily populated Kaimuki residential district, with moveover at the Palace. All top pictures will have a minimum of two weeks day-and-date at the King and Queens with one week following at the Palace.

Naturama in 3-D and Wide Screen Shown

DAYTON, O., May 25.—Naturama, which is said to combine wide screen and 3-D, was demonstrated here for industry representatives. The picture proportions were reported to be the same as those of CinemaScope, with the images projected from a single film strip.

Regular standard projection equipment was used with no change to the projector or the booth port. The installation of the Naturama superimposing attachment, which measures 11 by 10 inches and two inches thick, was made in three minutes, according to Mrs. Jane E. Bernier, president of Synthetic Vision Corp., manufacturer of the device.

A demonstration for exhibitors will be held here shortly, Mrs. Bernier said.

Exhibitors Approve K.C. Curfew Plan

KANSAS CITY, May 25.—An ordinance providing for a curfew, ruling that persons under 17 must be off the streets and public property between midnight and 5 a.m., has been introduced in the City Council here, at the request of several civic organizations.

The ordinance provides that any parent who permits a child to stay out within these hours without a guardian unless on legitimate business, and any operator of an entertainment place, who allows a child to stay in the place after midnight, would be guilty of a misdemeanor.

Exhibitors have expressed approval of the idea of a curfew, which would put law behind their efforts to prevent the dallying of youth at or near theatres late at night.

Kniffen Named Asst. Fox W. Sales Head

Reville Kniffen has been named assistant Western division manager of 20th Century-Fox, succeeding Bryan D. Stoner, who has resigned effective this weekend, it was announced by the company. Western division head is Herman Wobber.

Formerly assistant branch manager in the Los Angeles exchange, Kniffen assumes his new duties immediately and will make his headquarters at the Los Angeles office.

Friends Fete Pitkin; He Aids Cancer Fund

HARTFORD, May 25.—Barney Pitkin, Connecticut exchange manager for RKO-Radio, has turned over the check received at his recent testimonial dinner to the Connecticut Cancer Society.

Pitkin recently had his left arm amputated at Memorial Hospital, New York.

N.T.MagnaBuy

(Continued from page 1)

per cent participation in the profits of "Oklahoma."

The conditions obtained by the Justice Department involve compulsory licensing of the Todd-AO process to other producers, trusteeing of the common stock held by National, and guarantees as to the booking of Todd-AO films without discrimination. These are the conditions:

National has agreed to trustee any Magna common stock it acquires under the warrants, and to dispose of each block of stock within five years of acquisition. Moreover, if National's holdings of Magna common ever exceed six per cent of the outstanding shares, as might happen, for example, if Magna retired some of the outstanding shares, National will dispose of the excess within six months.

Theatre-by-Theatre Stipulation

Any license granted by Magna to National on any Todd-AO picture must be granted theatre-by-theatre, solely on the merits and without discrimination in favor of National. Moreover, in case Magna releases a conventional version of a picture originally made in the Todd-AO process, it must license that version theatre-by-theatre and on the merits all the way down the line, with respect to all theatres and not just to National Theatres.

Finally, five years after the first public exhibition of a Todd-AO feature, Todd-AO must, for the following five to 12 years, grant non-exclusive production licenses upon non-discriminatory terms to any applicant.

Grady In Civic Post

James T. Grady, division manager for Loew's Theatres in Westchester County and The Bronx, has been elected president of the Westchester Civic and Commerce Association.

National Pre-Selling

PARAMOUNT will advertise "Knock on Wood" with full-page four-color ads in the June 28 issue of "Life," the July 13 issue of "Look," and the June 27 issue of "American Weekly." In addition, full-page ads will appear in the July issue of "Seventeen," and in all the fan magazines.

•

John Wayne, star of "The High and the Mighty," was voted the No. 1 male star in the annual "Woman's Home Companion" poll of stars.

"The High and the Mighty" will have a dual pre-release premiere at the Egyptian Theatre, Los Angeles, and the Paramount Theatre, San Francisco, tomorrow.

•

Director Alfred Hitchcock, "the beloved British master of the movie suspense thriller and an inveterate ham, has not lost his touch in either department," reports "Life" in the current issue. "His latest film, 'Dial M for Murder,' made for Warners from the successful Broadway play, shows Hitchcock's technical genius neatly solving the problem of how to produce an exciting 3-D movie without recourse to throwing knives, tomahawks or seltzer sprays at the audience." Many photographs are used to illustrate Hitchcock direction of "Dial M for Murder."

•

Striking full-page ads on "Hell Below Zero," in color, and "Elephant Walk," in addition to a table of contents page ad on "Flame and the Flesh" will appear in the June issue of "Seventeen."

•

Bill Holden, star of "Sabrina" and "The Bridges of Toko-Ri," is profiled in the May 30 issue of "Parade." Sixteen years ago, when Bill Holden was first screen tested, a studio producer remarked acidly, "This kid has got about as much sex appeal as a grape."

A few weeks ago, Bill was given an Academy Award for his performance in "Stalag 17."

•

Florence Somers, motion picture editor of "Redbook," has selected "Knock on Wood," starring Danny Kaye, as the picture of the month for June. Miss Somers reports "Danny Kaye is the Marx Brothers, Abbott and Costello, and Charlie Chaplin rolled into one, and he makes the picture something you'll want to see more than once."

•

M-G-M's "The Glass Slipper" gets the benefit of a substantial plug in the current issue of "Collier's," due to a striking two-page editorial spread featuring photographs of Leslie Caron dancing on the production set of the picture. The spread is printed on an eye-catching red and black background to simulate a checkerboard.

•

"The Student Prince," "Susan Slept Here," "Elephant Walk" and "Man with a Million" are among the pictures reviewed in the May issue of "American Weekly."

•

"Three Coins in the Fountain" was chosen as the month's best picture for June by "Coronet."

WALTER HAAS

French Gov't Unit Sponsors Salute to UA 35th Birthday

PARIS, May 25. — International motion picture stars and industry leaders attended a special film showing at the Cinematheque Theatre here tonight honoring United Artists' 35th anniversary.

The program comprising highlights from UA films through the years included scenes from pictures dating from 1919, the year of the company's founding, to the present. The showing was climaxed by a sequence from "Man With a Million," forthcoming Technicolor romantic comedy starring Gregory Peck.

Arnold M. Picker, United Artists vice president in charge of foreign distribution, headed the contingent of UA officials attending the international Anniversary tribute sponsored by the French Government Cinema Museum.

To Show Perspecta In Paris on June 1

The first demonstration for the French trade and press of Perspecta stereophonic sound has been scheduled for the Rex Theatre, Paris, on June 1, according to word received from M-G-M's Continental European headquarters in Paris. It will be followed by additional demonstrations in all French key cities.

Demonstrations are also being scheduled for the near future in capital cities of all European countries, to introduce to exhibitors, producers, equipment manufacturers and dealers the single, optical track stereophonic sound system which has been adopted by M-G-M, Paramount Pictures and Warner Brothers.

Perspecta Sound in UK's ABC Circuit

Arthur M. Loew, president of Loew's International Corporation, announced today that word had been received from England that the ABC circuit will equip its theatres with Perspecta stereophonic sound.

Installation will proceed immediately to permit the showing of Perspecta sound prints on the circuit of "Knights of the Round Table," "Rose Marie," "The Student Prince" and "Rhapsody."

'Battalion' Opens At Globe Friday

"Barefoot Battalion" will have its American premiere on Friday at the Globe Theatre on Broadway. Filmed entirely in Greece, primarily in Athens and Salonika, the picture was produced by Peter Boudores, and directed by Gregg Tallas. The picture co-stars Maria Costi and Nico Fermas, the only two professionals in the cast. "Barefoot Battalion" will be released in this country by Leon L. Brandt Associates.

Cleveland House Closing

CLEVELAND, May 25. — The Mayfield Theatre, a 725-seat house, one of the oldest neighborhood theatres in the city, will close its doors on Friday.



GREGORY PECK

in Mark Twain's

"MAN WITH A MILLION"

SEVENTEEN JUNE PICTURE-OF-THE-MONTH

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 102 NEW YORK, U. S. A., THURSDAY, MAY 27, 1954 TEN CENTS

Name Drafting Committee For Arbitration System

Joint Eight-Man Group Representing Distribution-Exhibition to Report To Full Committee Within 60 Days

By LESTER DINOFF

A joint eight-man exhibition-distribution drafting committee, which will attempt to set up a simple, inexpensive arbitration system for the industry, was agreed upon yesterday by both exhibition and distribution representatives at the conclusion of the third and final day of discussions which have been conducted at the Astor Hotel here.

The drafting committee, which will report to the general exhibition-distribution group in not more than 60 days, will study all proposals which are forwarded to them by the various exhibitor organizations whose representatives are attending the conferences here in order to set up rules and regulations of an arbitration plan.

Theatre owners and operators affiliated with Theatre Owners of America, Southern California Theatre Owners Association, Independent Theatre Owners Association and Metropolitan Motion Picture Theatre Owners Association will be polled by their headquarters in an effort to determine disputes which they believe to be arbitrable. Exhibitor officials in each association will then sift the "complaints" in order to eliminate those that are "ridiculous" prior to forwarding them to the drafting committee.

The exhibitor-distribution commit-

(*Continued on page 2*)

Producers Told:

Theatres Need 26 More 'A's This Season

Thousands of Playdates Open, Says O'Donnell

DALLAS, May 26.—Texas exhibitors, on the basis of a study made for Texas COMPO, require 26 additional "A" features this season to fill 27,167 playdates available in the state's theatres now because of product shortage, Robert J. O'Donnell, co-chairman of Texas COMPO and general manager of Interstate Circuit here, asserts in a letter addressed to the heads of every producing company.

O'Donnell estimates that this represents $3,899,722 in added revenue to the companies and, extended nationally, to another $70,898,770. At the nation's box offices it represents an estimated $200,000,000, O'Donnell said.

His letter states: "In our opinion, 26 more 'A' pictures would not eliminate the present serious shortage but they would pay compound dividends to production, distribution and exhibition."

He reports that the survey showed that 685 of Texas' 1,424 theatres "are desperately in need of one-half additional picture each week; 379 are seriously in need of one-third additional picture each week, and 195 are vitally

(*Continued on page 2*)

Schlaifer to UA in Special Sales Post

L. J. (Jack) Schlaifer, veteran industry sales executive, will rejoin United Artists with his appointment as special representative, it was announced by B. G. Kranze, general sales manager for UA.

Schlaifer, who takes over his new post immediately, was first associated with United Artists in 1928 and later served the company in a number of key sales positions until 1940.

Under the appointment, which is in line with UA's expanded product program, Schlaifer will cover the entire United States and Canada territories.

Seattle Censors Ask Theatre Cooperation

SEATTLE, May 26.—A revision of the Seattle city censorship ordinance stipulates that the board no longer will have authority to insist that a film be banned or that certain scenes be eliminated. It would be authorized only to recommend such action to theatre owners. However, the board would be granted authority to request exhibitors to limit admission on specific occasions to adults only.

In revising the present ordinance, the board made no attempt to define "indecent, immoral or obscene." In avoiding such definition, David Levine, president of the City Council, said,

(*Continued on page 4*)

New Trailer Policy For Fox C'Scope

In line with its policy of making CinemaScope productions available in the three major sound systems, 20th Century-Fox yesterday announced that it would make available four types of trailers for each CinemaScope picture.

A CinemaScope trailer with four-track magnetic stereophonic sound will present picture highlights and emphasize the value of that particular sound system.

A standard 2-D trailer with optical sound which may be used on 2-D programs will point out the value of stereophonic sound.

A CinemaScope trailer with optical sound can be used also on one-track magnetic sound system credits which are available through National Screen Service.

A standard 2-D trailer which may be used on either optical or one-track magnetic equipment will be available

(*Continued on page 4*)

City Tax Protest

N.Y.C. THEATRES TO GO 'DARK' MONDAY

By FRANCIS BACKILMAN

A simultaneous "blackout" of over 600 theatre marquees through the New York Metropolitan area is scheduled to take place Monday evening at 9:00 P.M. in protest against the proposed city ticket tax, Emanuel Frisch, Metropolitan Motion Picture Theatres Association, announced to an industry mass meeting which jammed the Rivoli Theatre on Broadway here yesterday morning.

Frisch said the theatres will be asked to turn off their outdoor lights

(*Continued on page 4*)

Offer Decca Shares For 'U' Common

Decca Records, Inc., has announced that it is offering to the holders of common stock of Universal Pictures Co., 954,474 shares of Decca capital stock in exchange for their shares of Universal common at the rate of 2¼ shares of Decca stock for each share of Universal common. The offering will expire on June 30. Decca presently owns 66.2 per cent of Universal's outstanding common stock.

MAKELIM CLAIMS 1,600 DEALS NOW SIGNED FOR HIS LINEUP

Approximately 1,600 contracts have been signed nationally for the Hal Makelim production program, Makelim reported yesterday from Baltimore, where he met with approximately 100 exhibitors representing Allied Motion Picture Theatre Owners of Maryland, Theatre Owners of Washington and the Independent Exhibitors of Virginia. Makelim said he was convinced that the final total of contracts would exceed 3,000.

By telephone, Makelim told MOTION PICTURE DAILY that American Broadcasting-Paramount Theatres may be the first major circuit to sign an across-the-board deal. In Boston, he said, Arthur Howard signed a contract for 105 theatres for which the

(*Continued on page 4*)

Levine N.E. Agent For Makelim Films

BOSTON, May 26. — Joseph E. Levine, president of Embassy Pictures here, will handle New England distribution of the 12 films to be made by Hal Makelim under Allied States Association sponsorship, it was announced today following an area exhibitor meeting yesterday addressed by

(*Continued on page 4*)

Personal Mention

HARRY M. KALMINE, vice-president and general manager of Stanley Warner Corp., left New York aboard the "Queen Mary" yesterday for Europe.

•

NORMAN B. RYDGE, head of Greater Union Theatres, Australia, and MRS. RYDGE, who have been visiting here for the past three weeks, will leave tomorrow for Chicago and Hollywood, en route to Sydney.

•

JAY BONAFIELD, executive vice-president of RKO-Pathe, and SYDNEY KRAMER, general sales manager, were in Philadelphia yesterday from New York.

•

AL HANSON, SCTOA representative at the arbitration discussions, celebrated his 61st birthday yesterday with a surprise party at the Rose Room of the Astor Hotel here.

•

CHARLES S. STEINBERG, Warner Brothers assistant Eastern publicity director, is in Washington today from here.

•

GEORGE J. SCHAEFER, representative for Stanley Kramer, will leave New York today for London via B.O.A.C. Monarch.

•

DOLPH SCHADLER, Loew's assistant treasurer, will leave here for the Coast tomorrow.

'Egg and I' Endorsed By 'Sneak' Audience

In preparation for the re-release of "The Egg and I," Universal sought audience reaction to this seven-year feature at a sneak preview in the Garden Theatre, Paterson, N. J., and the result was highly satisfactory. The audience warmed completely to the trials and tribulations of Claudette Colbert and Fred MacMurray in their efforts to establish a successful chicken farm.

The intervening years have not dimmed the sparkling comedy and rural "hominess" that set up this production as one of Universal's all-time high grossers. And it was the springboard that sprang "Ma and Pa Kettle" into national prominence. "The Egg and I" still is top film fare.

A. S.

'Egg' Pre-re-release Premiere In Des Moines, Omaha Today

DES MOINES, May 26.—Universal's "The Egg and I," which is being re-released by the company in July, will have a dual pre-re-release world premiere tomorrow at the Des Moines Theatre here and at the Omaha Theatre in Omaha, launching 50 dates in the two territories.

'Bride' Open

"Always A Bride," new J. Arthur Rank Organization's comedy, will have its American premiere at the Art, Beekman and Gramercy Theatres in New York today.

Name Drafting Committee

(Continued from page 1)

tee, composed of four representatives of each segment, is made up of:

Exhibition—Herman Levy, general counsel for TOA; Leo Brecher, MMPTOA; Simon Fabian, Stanley-Warner Corp.; and Max A. Cohen, ITOA.

Distribution—Adolph Schimel, general counsel for Universal Pictures; A. Montague, Columbia Pictures; A. W. Schwalberg, Paramount Film Distributing Corp.; Al Lichtman, 20th Century-Fox; alternate, Charles Feldman, Universal.

Unaffiliated Exhibitors Invited

Exhibitors, not affiliated with any of the above organizations or those represented by organizations not in attendance at the Astor discussions, are invited to avail themselves of the committee's service, it is understood.

The exhibition representatives, in what may be termed as an "11th hour" decision, reached agreement in closed caucus on the acceptance of Lichtman's plan for a sub-committee which was proposed early in the discussions. Harry C. Arthur, Jr., SCTOA president, made the announcement that "we all came here to set up a simple, inexpensive system of arbitration. While we are concerned with problems that may arise in the future, we also realize distribution's view. All items now known of disputes will be listed and presented for sub-committee work. Those problems that are unforeseen will be presented to the sub-committee which will meet every 90 days to consider whether the new problems that are not blue-printed in the rules and regulations, could be brought up for arbitration."

Distribution representatives unanimously accepted the exhibition stand.

No Agreement on 'Mechanics'

Previously, both sides could not reach an agreement on the mechanics of arbitration. However, both exhibition and distributor designated clearances, runs, conditioning, contract violations, print shortage, competitive bidding and pre-release of pictures are arbitrable. Lichtman, speaking for distribution, in the afternoon session, stated that "an impasse has been reached because exhibition wants us to dream up a set of rules and regulations for things that have yet to come." Distribution representatives were willing to sit down and discuss specifics, but not unforeseen problems, which was an important exhibition stand.

Representatives were perturbed over an apparent misconception of Tuesday's discussion on pre-releases. Levy issued a statement, fully approved by all exhibitor representatives, to the trade press. It read:

Quotes Al Lichtman

"The final draft of the 1952 proposed arbitration agreement provided that each company would be privileged to release two pre-release pictures a year and not be subject to arbitration as to runs and clearance. It was suggested by Mr. Lichtman for distribution that the matter of pre-release pictures be left out of the arbitration system, but that when a distributor releases a pre-release picture he shall do so with full and complete rights in exhibitors to institute arbitration proceedings as to unreasonable clearance, run, and all other appropriate relief ultimately to be provided for in the arbitration agreement. This suggestion was tentatively accepted in principle by exhibition, subject to proper formulation by the Drafting Committee."

'Pattern for the Future'

Much of the day was spent in closed caucus meetings by exhibition and distribution. Lichtman stated that "a distributor has much to gain under an arbitration system and once we assembled here set up an instrument, it will be used as a pattern for the future."

The 20th-Fox director of distribution said "a better understanding and relationship between exhibitor and distributor, which is not now in existence, will be had." The stand by exhibition on future matters is much too great a risk for distribution to take, he said. "We can't under any circumstances write a blank check on arbitration," Lichtman asserted.

Sales managers, lawyers, and exhibitors stated viewpoints and examples throughout the day whereby a plan for arbitration could be evolved. Arguments over past arbitrations, 1939 and 1952, were brought up. Both sides affirmed intentions of formulating a working arbitration agreement after a few heated and stormy exchanges of viewpoints. The morning session ended with Schimel declaring that "distribution will write an arbitration agreement on any matter exhibition could raise here now."

Makeup of Boards Discussed

The makeup of local arbitration boards and a national appeal board was discussed. The boards were to be composed of two distributors, two exhibitors and a disinterested third party. Lichtman stated that "the distributors cannot undertake to commit themselves to a proposition whereby a subject not passed upon by the framers should be passed upon by a third party on an arbitration board."

New Tax Provisions Affect Film Industry

WASHINGTON, May 26.—Many changes in the administration of the tax laws, contained in the House-passed technical tax bill, were approved by the Senate Finance Committee.

Several of these affect the film industry. The time limit for assessments or refund claims on the admissions tax would be cut from four years to three years. A new one per cent per month charge would be levied on underpayments of withholding or excise taxes by firms required to pay these currently into specified depository accounts. All corporations would get an automatic three-month extension of the deadline for filing income tax returns, providing they fill out an appropriate form and pay their estimated tax liability.

Theatres Need

(Continued from page 1)

in need of one-fourth additional picture."

This means 27,167 playdates available now in Texas which yield on the average $143.55 per playdate, O'Donnell said, providing the basis for his estimated statewide and national totals. O'Donnell requests information from each company as to how many additional pictures it can schedule for this season.

AA's Broidy Promises O'Donnell 'Six or Eight Top Pictures'

HOLLYWOOD, May 26.— Steve Broidy, president of Allied Artists, today released the text of his reply to a letter from Robert J. O'Donnell, of Interstate Circuit, in which O'Donnell stated that 1,424 Texas theatres are "in desperate need" of additional top product. Broidy, after citing yesterday's announcement of a deal with John Huston, wrote in part:

"It is our hope and desire to add six, and possibly eight, pictures in the top category to the supply of available pictures for 1954-55. We have been, and are, concerned with complaints of theatre owners of the country as to the number of pictures available, and are at the same time expanding the number of pictures in our regular program by 15 per cent. It is our strong conviction that we can make a definite contribution in developing the source of supply and we aim to do so."

Smith Sues Lippert For 'Contract Breach'

Claiming $90,000 due him for commissions and percentages, Joseph Smith, former sales manager for Robert Lippert Productions, filed suit in New York Supreme Court yesterday against Robert Lippert, Lippert Pictures, Tele-Pictures, Inc., Lippert Pictures of Buffalo, Official Films and William F. Broidy.

Smith charges breach of contract and inability to collect money due him for services under his contract. He was sales manager from September, 1950, until early this year.

The defendants moved for separate causes of actions.

Bessey Ends Tour

H. M. Bessey, executive vice-president of Altec Service Corp., has returned to New York headquarters following a series of meetings with Altec division and branch managers. Bessey's itinerary included Cincinnati, Nashville, Birmingham, Charlotte, and Atlanta.

The Altec official also conferred with theatre circuit executives concerning details of forthcoming Perspecta stereophonic sound installations.

FPC Dividend

OTTAWA, Ont., May 26.—Famous Players Canadian Corp. declared a common stock dividend of 37½ cents for the quarter ending June 30, payable June 25 to shareholders of record on June 10.

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TODAY!

WARNERS BROS.'
TWO-CITY
WORLD PREMIERE
FOR THE BIG
TWO-YEAR
BEST-SELLER!
AT THE
EGYPTIAN IN LOS ANGELES
AND AT
THE PARAMOUNT
IN SAN FRANCISCO!

The 2400 miles from Honolulu to San Francisco Bay that bared all the passions a man or a woman ever tried to hide!

WILLIAM A. WELLMAN'S

THE HIGH AND THE MIGHTY

CINEMASCOPE

IN WARNERCOLOR AND STEREOPHONIC SOUND

THE HIGH AND THE MIGHTY
by ERNEST K. GANN

STARRING

JOHN WAYNE | CLAIRE TREVOR | LARAINE DAY | ROBERT STACK | JAN STERLING | PHIL HARRIS | ROBERT NEWTON | DAVID BRIAN

WITH PAUL KELLY · SIDNEY BLACKMER AND INTRODUCING DOE AVEDON · KAREN SHARPE · JOHN SMITH

Screen Play by ERNEST K. GANN

Music Composed and Conducted by Dimitri Tiomkin

A WAYNE-FELLOWS PRODUCTION

Directed by WILLIAM A. WELLMAN

DISTRIBUTED BY WARNER BROS.

Makelim

(*Continued from page* 1)

latter does the booking and buying and that another blanket deal was for 84 theatres.

Makelim stated that every theatre, first run and neighborhood, in Baltimore had signed for the product lineup and that he expected the quota to be exceeded for the area.

In Boston, buyers and bookers representing more than 500 theatres in the New England area attended the meeting on Tuesday. Nathan Yamins, of Fall River, Mass., served as chairman. Accompanying Makelim on the nationwide tour is Sam Nathanson, vice-president and general sales manager of the Makelim organization.

Levine to Handle

(*Continued from page* 1)

Makelim. Levine's territory for the deal will include that covered by the Boston and New Haven film exchange areas. Similar regional distribution deals are being set up elsewhere around the country for the Makelim pictures.

Seattle Censors

(*Continued from page* 1)

"I understand the New York legislature has spelled out its conception of such terms, but I frankly don't see how it can be done." The council, said Levine, is interested primarily in obtaining the cooperation of the theatre owners "in protecting our teenagers and holding down juvenile delinquency."

C'Scope Trailer

(*Continued from page* 1)

with a similar credit tag from National Screen.

The system will be used initially on "Garden of Evil." An innovation on the 2-D trailers will be the inclusion of scenes filmed with anamorphic lenses with the aspect ratio appropriately altered, the company announced.

'Scotch' to 60th St.

"Scotch on the Rocks," written by Eric Linklater and produced by John Grierson as the latest Group 3 presentation from London, will have its American premiere at the Trans-Lux 60th Street Theatre following the current run of "Pickwick Papers." Released by Kingsley International Pictures, "Scotch on the Rocks" was directed by John Eldridge.

'Caine' June 24

Columbia Pictures' "The Caine Mutiny," will have its world premiere at the Capitol Theatre here on June 24. The Technicolor screen version of Herman Wouk's Pulitizer Prize-winning novel was produced by Stanley Kramer.

ALWAYS GOOD! ALWAYS ON TIME!
TELL YOUR PATRONS ABOUT IT WITH A
FILMACK TRAILER
1327 S. Wabash - Chicago, Ill. 630 Ninth Ave. - New York, N. Y.

Dark Marquees to Protest Tax

(*Continued from page* 1)

at "9 P.M. sharp," all over the world's largest metropolis, and remain dark the rest of the evening, as part of a protest demonstration against the five per cent tax.

During the spirited but orderly demonstration, attended by over 3,000 industry employees, local theatre operators and industry union leaders outlined their anti-tax campaign and told the assembled audience all theatres in New York City will be asked to remain closed until 1 P.M., Tuesday, the day the emergency committee goes before the City Council for an open hearing.

City Hall 'March' Planned

At 9:30 A.M. the same day, over 10,000 employees, representing local exchanges and home offices, workers in every phase of the local theatre industry, their neighbors and friends and local merchants who will be affected by the tax, are scheduled to march on City Hall in a giant protest rally and demonstration.

Harry Garfman, business representative, Projectionists Local 306, IATSE, and Sol Pernick, business representative, Stage Employees Local 1, IATSE, will act as coordinators of the rally.

The "blackout" demonstration will occur at the peak Broadway theatre hour on the Memorial Day holiday and will be joined in by Times Square's legitimate theatres and the lessors and operators of the giant spectaculars which make Broadway a night-time magnet for out-of-towners and sightseers. Indications are it will cast a pall on the entire amusement center of the city.

Protest to Be Continuous

The protest mass meeting yesterday launched a public campaign of opposition which will continue while the tax remains under consideration.

The tax, if passed, would take effect June 15, with the first returns to be paid to the city next Sept. 1. Thereafter, returns would be made four times a year, on March 1, June 1, Sept 1, and Dec. 1.

Although the Federal tax exempts admissions up to 50 cents, the city tax will exempt admissions only up to 10 cents, thus taking in even children's admissions. Commenting on industry protests against the tax, Mayor Wagner said "the new taxes we are enacting can be quickly repealed at any time the legislature is called into special session to enact the 'painless' fiscal program I have presented." He referred to pending requests for further financial aid from the State.

Frisch Outlines Additional Moves

Other steps in the industry's opposition campaign outlined by Frisch include:

A series of petitions, to be handled by the individual houses and distributed to their patrons for signatures protesting the tax. The suggested wording of the petitions reads: "Petition to Councilman 'Blank.' We protest the imposition of the five per cent tax."

Coupled with the petitions are emergency trailers to follow every show. The trailers will be shown at once and will run continuously until further notice, Frisch said.

Local film exchange and home office employees are now preparing the petitions for distribution. They will be packaged and delivered to the Rivoli Theatre Monday morning after they are signed.

Forty-by-60 blowups of the full page ad appearing in today's local newspapers will be distributed to all New York houses. They will be displayed prominently in front of the theatres.

Theatres to Make Signs

Signs to be used at Tuesday's City Hall demonstration will be made by local theatres. In addition, two 22x28 signs, indicating the name of the home office, the exhibitor represented and the borough, will be constructed by individual theatres. Frisch said the demonstrators will mass in front of City Hall at noon Tuesday, when the rally ends simultaneously with the end of the open hearing inside.

A campaign bulletin will be circulated outlining the steps to be taken in the fight against the tax, Frisch said.

He emphasized the shortage of time the New York Emergency Committee has to present its case to the city administration and to the public. Frisch urged all employees to initiate an individual campaign in their respectve neighborhoods.

Condemnation Is Widespread

The industry executives and labor leaders at the Rivoli were unanimous in their condemnation of the proposed legislation. Harry Brandt, president of the Independent Theatre Owners Association of New York, said that "seven and one-half cents of every dollar" grossed by theatres in New York City, goes toward the payment of 17 different types of taxes the city levies on local theatre owners.

The union officials, including Tom Murtha, chairman, 10th District, Theatrical Locals, N. Y. State; Local 4, IATSE, Herman Gelber, president; Local 306, Projectionists Union, AFL, John McDowell, secretary; Local 1, IATSE; Jerome Chaiken, president, Local 54, Cleaners and Porters Union, AFL; and Richard F. Walsh, president, International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators, all agreed that the tax, if imposed, could destroy the industry.

Walsh Fears National Effect

Walsh said the tax would affect the industry nationally if enacted in New York City. He said the mayor has "closed his eyes to the situation," and called for admission charges to local TV programs as a solution. Walsh pledged the full support of every IATSE local in the city.

McDowell, in a fiery speech, agreed with Walsh when he said this "is not our fight alone," it is the fight of the entire city and its people. He called for protest "parades up and down Broadway" by industry and the public.

Gelber called Mayor Wagner's action a "stab in the back." The union president said the mayor was doing a complete about-face after asking the industry for votes during his 1953 campaign for office. He said the mayor and his advisors don't know the industry and "don't know what they are talking about." Gelber was referring to what he said were City Hall figures based on tax figures of "years ago when business was good."

Cites Labor Difficulties

He revealed that members of his union are currently working 22, 24 and 28 hours a week, and that most of his members are employed on a "half time basis." In addition, Gelber said the Projectionists local's welfare fund is in "serious danger." He mentioned several suits against New York theatre owners who could not muster finances for contribution. "Your turn is coming," he warned the audience. "Better start worrying now. Your jobs may go next."

The audience interrupted Gelber's speech several times with applause and gave him an ovation when he concluded.

Brandt and Frisch, co-chairmen of the meeting, indicated that management is cooperating fully with the unions in the fight. Brandt called the combined meeting of management and labor "fitting" and cited the fact it was being held in a "closed theatre."

Trade, Lay Press Lauded

Frisch commended the lay and trade press for their continued support and editorial backing. He said the industry is using the press, radio, TV and theatre screens to push the fight. We "are proud of what the industry did in and for New York," Frisch stated. We won't "stand idly by and let them ruin us," he concluded.

Before the meeting opened, a group of men and women comprising local industry employees paraded in front of the Rivoli with improvised placards and slogans. Some read: "Mr. Mayor, why pick on us?" "Our families want to eat, too!" "Why are we poison to City Hall?" "Why kick us when we're down?"

Massilon, O., Cuts Ticket Tax to 3%

MASSILLON, O., May 26.—The 23 per cent municipal tax levied against amusements not paying a Federal tax, has been repealed by the City Council, and a straight three per cent tax substituted. The action is the result of the Skirball and Stanley Warner interests issuing public announcements threatening to close their local theatres, which were automatically placed in the 23 per cent bracket when the Federal impost was recently reduced.

Berlin Festival Entries

The following pictures will be entered in the Berlin Film Festival, according to the Motion Picture Association: "Elephant Walk," Paramount; "Knights of the Round Table," M-G-M; "Garden of Evil," 20th Century-Fox; "Magnificent Obsession," Universal; "Carnival Story," RKO Radio, and "The Living Desert," Disney. The festival opens on June 18.

'Long Wait' Scores

United Artists' "The Long Wait," grossed $37,885 in its opening week, at the Woods in Chicago, UA announced yesterday. At the Allen Theatre in Cleveland, it drew $11,900 in five days, according to UA.

$95,000 for 'Coins'

A $95,000 gross was racked up by 20th Century-Fox's "Three Coins In The Fountain" in its first week at the New York Roxy, theatre reports disclose.

SPECTACULAR AREA PREMIERE IN CLEVELAND-CINCINNATI AREAS JUNE 23!

Big-time advertising, exploitation, TV, radio and general promotional plans aimed at top grosses for a top action-spectacle show!



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Vice President and Director of Loew's, Inc., says:

"I thought Columbia's 'Eternity' was tops. They've done it again with

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Humphrey Bogart · Jose Ferrer
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Accurate Concise and Impartial

VOL. 75. NO. 103 NEW YORK, U.S.A., FRIDAY, MAY 28, 1954 TEN CENTS

Peliminary Parley

To Start Arbitration Ball Rolling; 1st Meeting Wed.

By LESTER DINOFF

The joint distribution-exhibition drafting sub-committee which was named to formulate the basis for an industry arbitration system has set a tentative date for its first meeting, a luncheon session on Wednesday. This, it is believed, will be a preliminary conference of the eight "framers" for the purpose of establishing a method of operation for its task.

While both industry branches appeared to be in accord on the general principles of the proposed arbitration system, which when formulated will be presented to the Department of Justice for approval, indications were yesterday that there may be some definite disagreements when the committee starts to put the proposals in writing.

The group is composed of Herman Levy, Theatre Owners of America general counsel; Simon Fabian, TOA; Leo Brecher, Metropolitan Motion Picture Theatre Owners Association; Max A. Cohen, Independent Theatre Owners Association; Adolph Schimel, Universal general counsel; A. Mon-

(*Continued on page 6*)

New U.S. Product At Highest Level, Norman Rydge Says

Hollywood pictures have attained their highest standard of box office quality in the history of the industry, from an exhibitor's viewpoint, Norman B. Rydge, head of Greater Union Theatres, Australia, said here yesterday.

"The number of top quality pictures in view at this time gives me great confidence in the future," Rydge told trade press representatives on the eve of his departure on his return trip to Sydney. He will leave New York this morning, stopping over at Niagara Falls, Chicago and Hollywood, before going to Honolulu by ship and from there to Australia, completing a

(*Continued on page 3*)

Grainger, Raftery Win in Shea Case

ALBANY, May 27.—The Court of Appeals today denied a petition by Gerald Shea, president of Shea Enterprises, for leave to appeal from dismissal of his 1951 complaint charging E. C. Grainger, former president and general manager of Shea Enterprises, and Edward C. Raftery, former treasurer, with mismanagement of the estate of Maurice Shea, founder and head of the circuit.

Grainger and Raftery were the sole

(*Continued on page 3*)

Makelim, in Indiana, Promises Production

INDIANAPOLIS, May 27.—"The pictures will be made," Hal Makelim, promulgator of the Makelim production plan, declared after a meeting with 60 state exhibitors at the Hotel Lincoln here today. He said comitments have been so encouraging that he positively will go ahead with production. Exhibitors attending represented 210 theatres.

Commitments were made in excess of the quota for the Indianapolis area, W. A. Carroll, secretary of the Allied Theatre Owners of Indiana, reported.

MERCHANTS JOIN TAX FIGHT HERE

Johnston Warns of National Trend If City Tax Is Passed

Eric Johnston, president of the Motion Picture Association of America, warned of national repercussions if the proposed New York City five per cent admissions tax is passed. This warning was embodied in a telegram to Mayor Robert Wagner from the MPPA offices in Washington. The telegram read:

"Only my sincere belief that the proposed action of the City of New York in imposing a local admissions tax will have the most severe national repercussions on an important industry leads me to intercede with you.

"The serious economic condition of motion pictures was thoroughly studied and recognized by the Congress of the United States in voting overwhelmingly to relieve the industry of a part of the Federal admissions tax

(*Continued on page 3*)

Demonstration Tuesday To Be Extended 1 Hour; Expect 10,000 to March

The simultaneous "blackout" of more than 550 New York City theatre marquees Monday night at 9:00 P.M., in protest against the city's proposed five per cent ticket tax, will be joined in by many of New York's largest merchants' associations, Ernest Emerling, director of advertising and publicity for Loew's Theatres, announced on behalf of the N. Y. C. emergency committee.

Six of the associations, including those representing businessmen on Broadway, Coney Island and Pitkin Avenue in Brooklyn; Fordham Road, the Bronx; Jamaica Avenue, Queens, and 86th Street in Yorkville, have agreed to turn out their store and advertising signs when the theatres black out Monday night, Emerling said.

This demonstration represents one of the most concerted protests ever conducted by businessmen against proposed tax legislation, exhibitor leaders said.

In another development, the scheduled rally and march on City Hall Tuesday morning by local industry

(*Continued on page 3*)

Starting June 19

20th Releasing 11 'Scopes On Single Tracks; 1 a Week

Starting June 19, with "The Robe," 20th Century-Fox will deliver one CinemaScope picture a week, comprising 11 productions, in one-track magnetic and one-track optical sound, it was disclosed yesterday by Al Lichtman, director of distribution.

To meet the needs of all exhibitors equipping for CinemaScope presentation via the single magnetic and regular optical systems, the prints will be provided as follows: "The Robe," June 19; "How to Marry a Millionaire," June 26; "Night People," July 3; "Prince Valiant," July 10; "Hell and High Water," July 17; "Three Coins in the Fountain," July 24; "River of No Return," July 31; "King of the Khyber Rifles," Aug. 7; "Garden of Evil," Aug. 14; "Beneath the 12-Mile Reef," Aug. 21 and "Demetrius and the Gladiators," Aug. 28.

Advertising accessories and four trailers will support the release of the new prints. The company yesterday announced that starting in July it would service four types of trailers on each CinemaScope production. The trailers will include one in CinemaScope with full, four-track magnetic directional stereophonic sound; one in

(*Continued on page 6*)

5 Dividends Declared By General Precision

Directors of General Precision Equipment Corp. have declared the following dividends on the company's stocks:

A dividend of 40 cents per share on the common stock; a regular quarterly dividend of 72½ cents per share on the $2.90 cumulative convertible preferred stock; a regular quarterly dividend of $1.25 per share on the $5 dividend cumulative preferred stock, series A, 1952; a dividend of 62½ cents per share on the $5 dividend cumulative preferred stock, series A, 1954, for the period April 30, 1954 to June 15, 1954, and a regular quarterly dividend of $1.25 per share on the $5 dividend convertible preference stock, series B, C and D.

All dividends are payable on June 15, to stockholders of record on June 7.

Reade Critical of Johnston's Speech

A sharp criticism of an address made in Omaha on Monday by Eric Johnston, president of the Motion Picture Association of America, was issued here yesterday by Walter Reade, president of the Theatre Owners of America.

Reade asserted that Johnston had placed all segments of the industry in a compromising position by implying

(*Continued on page 3*)

Cook to Executive Post With Hayward

HOLLYWOOD, May 27.—Leland Hayward has announced that he has signed Norman Cook as executive production assistant and general manager. This is the first executive appointment Hayward has made to date for his new film producing organization.

Cook will leave his present post as

(*Continued on page 3*)

Personal Mention

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, is scheduled to arrive in New York by plane today from Paris.

•

CLIFF BROWN, of the Universal-International studios, has been elected chairman of the radio and television subcommittee of the studio publicity directors committee of the Association of Motion Picture Producers.

•

JOHN B. NATHAN, Paramount Pictures Continental Europe, North Africa and Middle East manager, arrived here yesterday via TWA from Paris.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject and newsreel sales, will return to New York today following visits to four exchange cities.

•

WALTER TYLER, Paramount Pictures art director, arrived in New York yesterday from Egypt and will leave here by plane today for Hollywood.

•

IRVING SOCHIN, Universal Pictures short subjects sales manager, will leave here Monday to visit company exchanges in the Southwest.

•

BETTY C. FRANKLIN, Academy librarian in Hollywood, has been named special motion picture consultant to the Library of Congress.

•

S. E. PIERPOINT, Paramount Pictures district manager for South America, arrived in New York yesterday from Rio de Janeiro.

•

WILLIAM BOLEY, of Buchanan & Co., is recuperating here at the Harkness Pavilion, Columbia Presbyterian Medical Center.

•

LIEUT. COMMDR. ROBERT G. CANNOM, U.S.C.G., technical advisor on "The High and the Mighty," has left Hollywood for Boston.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, will return here at the weekend from Boston and New Haven.

•

MILTON KIRSHENBERG, treasurer of Paramount International, left here by plane yesterday for London, Paris and Rome.

•

NORMAN DEMING, producer, left New York yesterday for London via B.O.A.C. Monarch.

•

RICHARD WIDMARK has arrived in New York by plane from the Coast.

No Paper Monday

MOTION PICTURE DAILY will not be published Monday, May 31, a legal holiday for the observance of Memorial Day.

Altec, RCA to Install Pola-Lite 3-D Units

The Pola-Lite Co., manufacturers of the single-track 3-D projection system, has initiated a new sales policy on the company's new 3-D units, it was announced by Al O'Keefe, vice-president in charge of distribution for the company.

To assure exhibitors proper projection of 3-D pictures, Pola-Lite has engaged the services of Altec Service Corp. and RCA Service Co. Inc., to supervise the installation of the Pola-Lite single-track 3-D units to projection machines in theatres throughout the country.

O'Keefe pointed out that both Altec and RCA maintained efficient technical crews and were better qualified to meet exhibitor requirements in all situations.

Tenarken Theatre To Paramount-Gulf

MEMPHIS, May 27.—A change in the organization of American Broadcasting-Paramount Theatres this week brought the Strand Theatre in Memphis under Paramount-Gulf Theatres, whose headquarters are in New Orleans.

Exact future status of Tenarken Paramount Corp., which has operated the Strand and other theatres in Tennessee, Arkansas and Mississippi from its Memphis headquarters, has not been decided, but the position of the Tenarken general manager has been abolished. Jack Katz, who had held the position since Tenarken was formed about two years ago, is awaiting another assignment with AB-PT. Alex Thompson, district manager of Tenarken, continues in that capacity with Paramount-Gulf, and G. Carroll Beasley continues as the Strand manager.

Army Theatres to Get Stereophonic Sound

WASHINGTON, May 27.—The Army and Air Force Motion Picture Service is planning to install stereophonic sound equipment in most of its larger theatres, service chief Fred Bund said today. He declared that he thought some 90 theatres might get the new equipment.

Four-in-One-Show

STRATFORD, Conn., May 27.—Believed to be the first of its kind in the U. S.—a combination of SuperScope, CinemaScope, stereophonic sound and Amp-O-Vision—is being used for M-G-M's musical "Rose Marie," which opened this week at Albert M. Pickus' Stratford Theatre.

Pickus is a member of the Theatre Owners of America executive board. Amp-O-Vision is Pickus' own device.

Set 'Lode' Dates

First engagement of RKO Radio's "Silver Lode" has been set for the Palace Theatre, Cincinnati, on June 16. A week later, the picture will open at the Orpheum, Minneapolis; Orpheum, St. Paul; Missouri, Kansas City, and the Orpheum, Denver.

WB Unveils 'Mighty' In Coast Premiere

HOLLYWOOD, May 27.—Warner Brothers' "The High and the Mighty" had its world premiere at the Egyptian Theatre here tonight and it was regarded as one of the most spectacular of so-called gala openings. An array of stars, industry leaders and state, county and city officials participated in the festivities.

John Wayne, who heads the starring cast of the picture, served as master of ceremonies of the opening, introducing other members of the cast to the radio and TV audiences. Wayne was introduced by George Fisher, Hollywood columnist and commentator, who took over the emcee chore after the introduction of the cast.

Besides Wayne, others in the cast are Claire Trevor, Laraine Day, Robert Stack, Jan Sterling, Phil Harris, Robert Newton, David Brian, and newcomers Doe Avedon, Karen Sharpe and John Smith.

Other features of the premiere were fashion show, a seven-foot reproduction of the Ernest Gann book, from which the picture was adapted, specially constructed electric channel-lettered title of the film and 150-foot red carpet under the Egyptian canopy.

Memorial Rites for Fred Waller Held

Memorial services were held at Huntington, N. Y., yesterday for Fred Waller, who developed Cinerama. Waller died on May 18. The services were conducted by Dr. William Hess. Among those who attended were Si Fabian, Hazard Reeves and Louis de Rochemont.

At the conclusion of the services, Doctor Hess presented to Mrs. Waller a portfolio of letters of tribute from top industry executives, including Lowell Thomas, Spyros Skouras, Martin Quigley, Russell Downing, Adolph Zukor, Fabian, Reeves and others.

To Cite 'Obsession'

The motion picture division of the General Federation of Women's Clubs will present a special citation to "Magnificent Obsession," Universal-International's Technicolor film production based on the Lloyd C. Douglas novel, as "the best picture for the first half of 1954," at the Federation's annual convention to be held in Denver next week.

$16,839 for 'Plaisir'

In its first week at the Normandie Theatre, here, the Max Ophuls production, "Le Plaisir," has broken the record established by "Encore" at that theatre for Saturday business. Topping "Encore," "Le Plaisir" did $3,300 on Saturday and the total business for the first week was $16,839, the theatre announced.

Republic Dividend

A dividend of 25 cents per share on preferred stock, payable July 1 to stockholders of record on June 10, was declared yesterday by the board of directors of Republic Pictures.

Tests of Phonevision Start Here Monday; Will Run 7 Days

The first private, experimental tests of Zenith's Phonevision system of subscriber television will be initiated in the New York City area on Monday, Seymour Handy, executive assistant to Gordon Gray, general manager, WOR-TV, announced yesterday. The tests, to run seven days, will begin at 9:30 A.M., and continue to 4:30 P.M., Handy said.

The Federal Communications Commission recently granted WOR-TV permission to make a 90-day test of the system beginning May 15.

Employing WOR's television facilities in the Empire State Building, to be loaned to Zenith for the experiment, the tests will be confined to the New York City Metropolitan area.

Dr. Alexander Ellet, Zenith's vice-president in charge of research, will supervise the operation, Handy said. It will comprise seven field camera crews operating throughout the city with Phonevision "decoders." The experiment will determine what distances the system will project, and how it will react to fringe areas and other technical problems peculiar to the New York area, according to Handy.

No telephone lines will be employed and images will be received only on test receivers equipped with air code translators, station spokesmen said. Material will consist of test patterns, films and some live pick-ups.

RKO Preparing to Release Ruark Film

Newspaper columnist Robert C. Ruark's "African Adventure," real-life African thriller in color, produced by RKO-Pathe, is currently being edited in preparation for an early release by RKO Radio.

Photographed by Ruark and his party in the course of a three-month safari that took them through heretofore unexplored areas of Africa, the negative of "African Adventure" was recently brought back to the United States by Jay Bonafield, executive vice-president of RKO Pathe, following conferences with Ruark at his home in Madrid.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"EXECUTIVE SUITE"
starring
WILLIAM HOLDEN • JUNE ALLYSON • BARBARA STANWYCK
FREDRIC MARCH • WALTER PIDGEON • SHELLEY WINTERS
PAUL DOUGLAS • LOUIS CALHERN
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

ALFRED HITCHCOCK'S
"dial M for Murder"
IN WARNERCOLOR
RAY MILLAND • GRACE KELLY • ROBT CUMMINGS
PARAMOUNT
TIMES SQUARE

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Merchants Joining Tax Protest

(Continued from page 1)

employees will be extended to 1 P.M. Local industry leaders will present their grievances at an open hearing before the City Council.

The rally, scheduled to begin at 9:30 A.M., had been originally scheduled to end at noon. Over 10,000 employees from local exchanges and home offices, workers in every phase of the local theatre industry, their neighbors and friends and local merchants who will be affected by the tax, are scheduled to march and demonstrate as the open hearings are held.

In addition, local theatres have been asked to keep their doors closed until 2 P.M., the same day. Yesterday the committee reported the theatres would be closed until 1 P.M.

AFM Supplies Band

The stated three-and-one-half hour rally protesting the imposition of the tax will include a band supplied by the American Federation of Musicians, eight sound trucks circling City Hall and playing "There's No Business Like Show Business," and as many film delivery trucks as can be mustered, bedecked with banners and plaques, circling Foley Square. Harry Garfman, business representative of the projectionists Local No. 306, IATSE, and Sol Pernick, business representative of Stage Employees Local No. IATSE, will act as coordinators of the rally.

With Garfman acting as chairman, the emergency committee also appointed "captains" who will recruit as many demonstrators from each of the five boroughs as possible. They are: Mike Edelstein, RKO Theatres, Manhattan; Irwin Gold, Randforce Circuit, and Sigurd Wexo, RKO, Brooklyn; Bernard Zellenko, Loew's Theatres, Queens; Charles Ohlreich, RKO Theatres, the Bronx; and for Staten Island, Elias Schlenger, Fabian Theatres.

Each will appoint "sub-captains" and will approximate the number of people recruited from their boroughs and the number of signs and placards needed. At the same time, Hank Kaufman, Columbia Records, was named coordinator for recruitment of all local home office employees.

Employing their own screens to fight the legislation, exhibitors will show newsreels of Wednesday's Rivoli Theatre mass protest meeting which was attended by over 3,000 industry employees, exhibitor, home office, exchange and union executives. The newsreels will be delivered to theatres over the weekend, committee spokesmen said. A trailer is now being shown in all local houses urging patrons to sign petitions protesting the tax.

'Ad' Run in All Papers

An anti-tax ad, covering five-eighths of a page, appeared in all metropolitan dailies today as well as the "Long Island Star-Journal," the "Long Island Daily Press" and the "Brooklyn Eagle." It outlined reasons why the tax should not be imposed. The blowup copies of the ad will be used as placards at Tuesday's rally before City Hall. Twenty thousand reprints will be made available for display purposes, Emerling said.

Picking up the fight, several New York City newspapers yesterday printed editorials criticising Mayor Wagner and opposing the five per cent levy. The "New York World-Telegram and Sun," sharpest of the critics, said: "If the amusement tax does go in as anticipated, just remember when you plunk down the extra five per cent for the movies or the rides at Coney, you have to pay because the Wagner administration wouldn't economize."

'Bitter Pill,' Says 'Times'

The "New York Times" yesterday said: "It is a bitter pill for the theatre people, having got the Federal administration tax down from 20 per cent to 10, to face the prospect of a five per cent city tax that deprives them of half of their Washington victory."

The "Daily News," joining in the criticism of Mayor Wagner, led off this morning's editorial column with a piece entitled: "Soak the Amusement Industry?" The editorial read: "It seems to us that the amusement tax would be just as unfair as the payroll tax. It would be aimed at a single industry—and a very important one to New York City." The anti-tax editorial ended by saying: "Let's be extremely wary about taking this punch at one of New York's bigger assets."

All New York papers except the "Post," which has remained silent, now have taken editorial positions opposed to the tax.

Johnston

(Continued from page 1)

burden. With this relief New York theatres would have a chance to pull out.

"The imposition now of a new local admissions tax would be a reeling blow to New York motion picture theatres. It is bound to set a pattern of similar local taxes all over our country because New York is the theatre center of the world. Plainly the relief that the Congress held we needed would be largely nullified.

"The proposed tax would set in motion another cycle of theatre closings in New York and elsewhere.

"As mayor of New York yours will be the final decision. May we please count on your assistance in this matter so essential to the welfare of a vital medium of expression."

Reade Critical

(Continued from page 1)

that an increase in the number of television stations and the development of home pay-as-you-see television will be helpful to production, distribution or to exhibition.

The TOA president declared that the statements "made by Mr. Johnston are shocking and show a complete lack of understanding of the economics of the motion picture and television industries." Reade added that "the results of impartial scientific research disclosed that Mr. Johnston was badly informed concerning the facts."

Cook in New Post

(Continued from page 1)

general manager for Rodgers & Hammerstein's "Oklahoma!" and assume his new executives duties on June 1.

The first production on the Hayward schedule will be "Mr. Roberts," which will be produced this summer for Warner Brothers, with John Ford directing. Another Hayward production, to follow "Mr. Roberts," also for Warner Brothers, will be Charles A. Lindbergh's Pulitzer Prize winning book, "Spirit of St. Louis," which will be written and directed by Billy Wilder.

Grainger

(Continued from page 1)

surviving trustees of the estate. The complaint against them was brought in Surrogate's Court, the Bronx, and was successively rejected up to and including the Court of Appeals, the state's highest court. No further appeal is possible, so the court's action today results in giving Grainger and Raftery complete exoneration of the Shea charges.

Bushkill Theatre To Summer Stock

Capt. Harold Auten's Bushkill (Pa.) Playhouse has been leased for presentation of summer stock and will open its season June 25. New seating is currently being installed.

Auten, former distribution executive with United Artists here, is American representative for Norman B. Rydge, head of Greater Union Theatres, Australia. He operates Bushkill Lodge in association with the theatre.

Two Conn. Drive-ins Plan June Openings

HARTFORD, May 27.—Early June openings are planned for Connecticut's newest drive-in projects, both in Groton, a suburb of New London.

The units are the Route 12 Drive-In, being built by Groton Open Air Theatres, Inc., and the Bridge Drive-In, being built by Associated Management Corp.

Rydge, on U. S. Product

(Continued from page 1)

round-the-world tour on which he was accompanied by Mrs. Rydge.

The G.U.T. head said he had been most interested in witnessing demonstrations of new exhibition techniques here but had formed no final opinions. He said he would spend sufficient time in Hollywood to learn what production processes were in view for the immediate future and on the basis of the combined exhibition and production information obtained would make his decisions on equipping his circuit of more than 100 theatres on his return to Australia.

Says Home Business Is Excellent

Rydge related that theatre business Down Under has been excellent. He attributed much of the improved attendance throughout his own circuit to his current incentive program for managers of the G.U.T. circuit. Under the plan, prizes are awarded to managers who better their previous attendance records, regardless of seating capacity of theatre, location or any other factors. Rydge believes this basis convinces every theatre manager that he has a chance to win the prizes offered on a continuing basis. Theatre staffs participate in the awards as well as the managers, £5,000 having been distributed in one recent contest on the circuit.

He said that an eight-day period is set aside annually for G.U.T. theatres to cooperate with local and national charity efforts. In one held during his absence more than £20,000 was collected for distribution among approved causes.

Rydge, who is in partnership with J. Arthur Rank in his Australian theatre operations, and who conducts a variety of enterprises in addition to theatres, visited London before coming to New York. He was here three weeks, conferring with home office executives and seeing new product. He was especially enthusiastic about Stanley Kramer's forthcoming "The Caine Mutiny," which he said he believes will set a new box office record in Australia, perhaps exceeding the one set by "From Here to Eternity," which played his circuit.

Leve Aide to Zabel At Fox West Coast

HOLLYWOOD, May 27.—Edwin F. Zabel, general manager of Fox West Coast Theatres, has transferred M. Spence Leve from the Northern California division managership to the Los Angeles office as his assistant. James Runte, Sacramento, moves up to replace Leve in San Francisco.

'Sitting Bull' to Bow In Rapid City Aug. 19

HOLLYWOOD, May 27.—W. R. Frank, producer, has disclosed that his production, "Sitting Bull," will be world-premiered Aug. 19 in Rapid City, S. D.

V.C. Tent Here to Close for Summer

New York Variety Club Tent No. 35 will close its headquarters in the Piccadilly Hotel for the summer and possibly find new quarters into which to move in the fall, chief barker Edward Fabian announced this week. A committee has been appointed to find a new home for the tent.

Fabian explained that the decision was based on last summer's experiences when it was found that so few members used the club from the end of May until Labor Day that it was inconsistent with the economic program to keep it open. Business, however, will be conducted as usual at Fabian's office in the Paramount Building.

Johnstown House Razed

ALBANY, May 27.—The Strand Theatre in Johnstown which was operated by Mr. and Mrs. Leland Warner on lease from Clarence Dopp, is being demolished to make way for retail stores.



Hearts are always young

Oldsters come—and recall, tearfully, the days of their youth. Youngsters come and find themselves heart and soul in the good old days when bicycles were built for two—and more. That's today's wide-screen entertainment as it thrills the audience—entertainment based on new technics in production, processing, projection. The Eastman Technical Service for Motion Picture Film is helping the industry master these technics. Branches at strategic centers. Inquiries invited.



and gay—*on the new, wide, wide screen*

Address: Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division	*Midwest Division*	*West Coast Division*
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New York 17, N. Y.	Chicago 2, Illinois	Hollywood 38, California

Arbitration

(Continued from page 1)

tague, Columbia Pictures; Al Lichtman, 20th Century-Fox, and A. W. Schwalberg, Paramount Film Distributing Corp. Apparently they plan not to waste time in preparing a fresh draft, inasmuch as they are committed to submit a formula to the over-all industry arbitration committee in not more than 60 days from last Wednesday. The alternate member of the committee for distribution is Charles Feldman, Universal Pictures. There was no alternate named for exhibition.

Although two months appears to be ample time in which to prepare an initial draft, it was pointed out by some of the committee members that, because of the pressure of their own business affairs, a problem may arise in getting the full eight-man group in one session at one time.

Theatre-Group Contacts Necessary

Also, the four theatre organizations, TOA, MMPTA, ITOA and Southern California Theatre Owners Association, will have to contact each and every member to learn of individual complaints, disputes and matters which they term arbitrable. Once the "proposals" are received by the headquarters of each exhibitor organization, the officers of each will have to sift out the "ridiculous" before forwarding them on to the drafting committee.

Previous to the agreement by both sides in letting a "sub-committee" draft a set of rules and regulations for arbitration, exhibition and distribution agreed to base the new formula on 1952 arbitration proposals—clearances, runs, conditioning, contract violations, print shortage, competitive bidding and pre-release of pictures. Representatives entered the Astor Hotel discussions here with the understanding that film rentals were not to be included on the agenda.

Hard to Avoid Subject

It is expected that many exhibitors, when forwarding their thoughts to the exhibitor headquarters, will include that controversial subject as a matter to be arbitrable.

Levy asked that exhibition be allowed to assume its share of the expense burden in drafting a set of rules and regulations for industry arbitration.

Exchanges Half Way In Sid Kramer Drive

Half-way through the current sales drive honoring short subjects sales manager Sidney Kramer's 25th anniversary with RKO Radio, every branch reports close to or over quota.

Launched by personnel in the field to honor the home office sales executive, Kramer himself has turned the drive instead into one whereby exhibitors are given the opportunity of honoring RKO's long time branch managers, salesmen and bookers in local areas.

Reelect Sipe to IA Pittsburgh Post

PITTSBURGH, May 27.—James V. Sipe, business representative of Pittsburgh Local 171, was unanimously re-elected secretary-treasurer of the Tri-State Association of the I.A.T.S.E., consisting of I.A. locals in Pennsylvania, West Virginia and Ohio. Sipe is openly supporting Roy M. Brewer for International president.

Reviews

"Man With A Million"

(J. Arthur Rank-United Artists)

THIS is a gay comedy about an American stranded penniless in London who suddenly finds himself in possession of one million pounds. The screenplay was ably adapted by Jill Craigie from a short story by Mark Twain and provides an excellent vehicle for Gregory Peck who plays the lead in a relaxed, convincing manner. Color by Technicolor adds a sparkle to the London background. The entire cast with the exception of Peck is English. They handle their roles in a typically English, sophisticated manner, varying the pace nicely, and provide excellent support for the lead. The production is generally well balanced and will appeal to a wide audience.

The million pound note comes into the hands of Henry Adams (Peck) as the result of a disagreement between two wealthy brothers. One maintains that it would be of no use to a poverty-stricken but honest man while the other is sure that people are so overwhelmed merely by the thought of wealth that the bearer of such a note would be able to live in the lap of luxury without ever cashing it. To settle the wager the valuable little paper is placed in Peck's hands for a month. The public reaction is immediate and decisive. Peck is judged to be an eccentric millionaire and is completely outfitted by an exclusive tailor, installed in the best suite at an ultra-swank hotel and besieged by merchants who consider it an honor to extend credit.

In the process of turning the town topsy-turvy Peck meets and falls in love with Portia Lansdowne (Jane Griffiths) a member of the British peerage. The note which had been an asset up to this point suddenly becomes a liability and threatens to come between them.

The stock exchange is upset when Peck lends his name to a gold mining venture. There is a crisis when an English nobleman becomes annoyed at having been deposed from his quarters to make room for Peck and hides the note and starts a rumor doubting its existence. But the picture ends happily as the note is returned intact to the brothers and the hero gets the gal.

The producer was John Bryan, the director, Ronald Neame, and the musical background was composed by William Alwyn.

Running time, 90 minutes. General audience classification. Tentative release in July.

"Jungle Man-Eaters"

(Columbia)

THE latest in the Jungle Jim series offers the normal quota of action and rates on par with its predecessors. The Sam Katzman production, in sepia, stars Johnny Weissmuller, Karin Booth and Richard Stapley.

Weissmuller as Jungle Jim combines his knowledge of the jungle and physical prowess to stymie a diamond smuggler threatening to flood the world market. Gregory Gay, as the smuggler, turns native against native in order to achieve his evil designs. In the pursuit of the villain, Weissmuller meets Stapley, as a Scotland Yard inspector, on Gay's trail and Miss Booth, as a doctor. Weissmuller's mischievous chimp companion provides some animal humor when he gets entangled in Miss Booth's medical equipment.

On the trail of the sinister smuggler, Weissmuller subdues a lion and displays his aquatic prowess in overpowering an alligator. The climax occurs when he corners Gay on the edge of a cliff. When the villain is eliminated, peace is restored to the jungle.

Lee Sholem directed the film from the story and screenplay by Samuel Newman.

Running time, 68 minutes. General classification. For release in June.

"Always a Bride"

(J. Arthur Rank—U-I)

"ALWAYS A BRIDE" is a light, farcical film which should prove popular with audiences partial to British product. Peggy Cummins, Terence Morgan and Ronald Squire are starred and James Hayter, Marie Lohr and Geoffrey Sumner contribute adept portrayals of amusing roles. The setting is Southern France and Italy, and the story involves a band of charming "con" men and their female accomplices.

Squire, as the leader of the group and Miss Cummins' father, manages to accommodate his friends in the best hotels of the Riviera, although he is penniless. By the ruse of pretending to be Miss Cummins' aged and royal bridegroom, the two worm their way into the establishments and defraud the most gullible guests before departing for fresher pastures. Miss Lohr and Sumner help out as a regal-looking matron and fast talking pickpocket, respectively.

The fly in the ointment turns up when Morgan, a British treasury investigator looking for currency irregularities, falls in love with Miss Cummins. She returns his affections with the intent of escaping her dishonest life. After a series of near-hilarious episodes, the couple get married and Squire is taken away by the Monte Carlo police. As the film closes, he accepts his one-year "vacation" with pleasure.

Robert Garret produced, and Ralph Smart directed "Always a Bride" with great facility and a keen eye toward exploiting the British brand of humor. The screenplay is by Peter Jones and Smart.

Running time, 83 minutes. General classification. For release, May 27.

'Incas' Opens Today

"Secret of the Incas," Paramount's Technicolor film, starring Charlton Heston, Robert Young, Nicole Maurey and Yma Sumac with Thomas Mitchell, opens today at the Victoria Theatre.

'Hobson' Here June 14

United Artists' "Hobson's Choice," starring Charles Laughton, John Mills and the new screen actress, Brenda De Banzie, will have its American premiere at the Paris Theatre here on June 14.

Eleven 'Scopes

(Continued from page 1)

2-D, with regular optical sound, selling CinemaScope and stereophonic sound; one in CinemaScope, with regular optical sound, for use in theatres equipped for one-track magnetic or for regular optical sound; and one in 2-D, with regular optical sound, for use in theatres equipped for either one-track magnetic or regular optical sound.

Install CinemaScope In 7 More Drive-ins

Drive-ins figure prominently in the latest batch of CinemaScope installations in the United States and Canada with seven new situations reported this week in wires to the 20th Century-Fox home office from the field.

Theatres are Ronnie's Drive-in, Mitchell, Illinois, all three of which will open "The Robe" on May 26.

Also reported equipping for CinemaScope are the Margie Grand, Harlan, Ky.; Belmont Auto, Dayton, O.; and the Paramount Auto-Vue Drive-in, Vancouver.

The Jack Armstrong circuit of Ohio is readying five new CinemaScope installations, including two drive-in situations. Theatres are the Jesse James Drive-in, Toledo; Springbrook Auto Drive-in, Lima; Cla-Zel Theatre, Bowling Green; State Theatre, Napoleon, and the Maumee Theatre, Maumee, O.

Set Final Plans For Virginia Convention

RICHMOND, Va., May 27.—Final plans for the Virginia Motion Picture Theatre Association convention to be held at the Chamberlin Hotel, Old Point Comfort, Va., June 8-10 were announced by Syd Gates, Norfolk, and Roy Richardson, Suffolk, chairman of the convention.

Speakers for the three-day session are George Murphy, Robert Coyne, special counsel for COMPO; Ben Marcus, president of Allied States Association; Rube Shor, chairman of Allied drive-in committee, who will conduct a special drive-in session; Mike Simons, director of exhibitor relations for M-G-M, and Hal Makelim, who will present his plans for making 12 features per year under Allied's sponsorship. Principal discussions concerning the Virginia exhibitors only will be a projected group insurance plan and the increased rates in Virginia Electric Power Co.'s contract which are threatening to hit some theatres drastically.

Gates and Richardson pointed out, however, that everything would not be business, as three suppliers and two companies are holding parties.

Cinerama European Scenes Completed

Louis de Rochemont has returned here from Paris aboard the "Queen Mary," having completed the European sequence for "Cinerama Holiday," which he is producing for the Stanley Warner-Cinerama Corp.

John and Betty Marsh, the young Kansas couple who are featured in the European sequence, are expected to follow the producer back from Paris within the next few days to make the final scene of the picture in New York with Fred and Beatrice Troller, the Swiss couple who are co-starred with them in the film.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 104 NEW YORK, U.S.A., TUESDAY, JUNE 1, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

WHATEVER the outcome in the New York city council today of the metropolitan industry's all-out attempt to avert imposition of the city's five per cent tax on admissions, it can be said without argument that despite the totally unprepared state in which the New York city industry first learned of the tax threat, and in the few working days since that were available to it to organize and fight a campaign of opposition, an impressive achievement stands to its credit.

If the fine campaign that has been waged falls short of its goal of averting the threatened tax, it will be solely because New York's entertainment industries were marked from the very beginning by City Hall as the "patsies" for a bit of political revenue-raising which it had been decided at the outset would be steamrollered through.

It will not be because the metropolitan industry did not fight hard enough or effectively enough. Had the other amusement industries subject to the tax organized as quickly and fought as determinedly as did the city's theatres, there might not be any doubt today about the outcome.

As the New York "World-Telegram & Sun" said editorially last week: "When you think of the five per cent tax, think of Mayor Wagner."

Members of this industry should think, also, of Mayor Wagner's earlier assurances to them that his administration entertained no thought of enacting a tax on admissions.

• •

MEMBERS of the executive committee of Theatre Owners of America have a wonderful opportunity in connection with their scheduled meeting in Hollywood this month to confer with producing organizations interested in doing something about the need of so many exhibitors for additional product.

As Bob O'Donnell, speaking for Texas COMPO, told production

(*Continued on page 2*)

Fifteen, All VV Slated for 1954 By Paramount

HOLLYWOOD, May 31.—A total of 15 features, all in VistaVision, including two currently in work, has been scheduled by Paramount Pictures for the balance of this year, it was disclosed today by the studio. All will concentrate on top stars, producers and directors.

Starting dates are set for the forthcoming productions, virtually all of which will have color in Technicolor. VistaVision cameras are fast being made available so that the entire schedule will be filmed in the new medium.

"Strategic Air Command," James Stewart-June Allyson starrer directed by Anthony Mann and produced by Samuel J. Briskin, now is in final

(*Continued on page 7*)

WB Aims for Record 2,000 'Them' Playoffs

What is regarded as the quickest playoff in key and secondary runs ever attempted will be the goal of Warner Brothers in the 2,000 saturation playdates of "Them!" starting June 15, which will be backed up by what is said to be the most extensive daytime and nighttime television and radio spot penetration campaign.

This campaign, according to Mort Blumenstock, vice-president in charge of advertising and publicity, is designed to blanket every distribution area in the U.S., with an excess of 600 prints, also reported to be a new high for the company. Blumenstock said that the TV and radio promotion is tied into, but does not supersede, the newspaper campaign in local situations.

Leaders to Speak

INDUSTRY POISED FOR TAX 'MARCH'

NT Gets Okay In Magna Buy

Federal Judge Augustus Hand at the weekend granted National Theatres' petition for permission to purchase $1,000,000 of six per cent debentures of Magna Theatre Corp. The deal involves 73,300 shares of Magna common stock.

National Theatres previously had submitted its petition to purchase the debentures to the Department of Justice, which, in turn, announced last week that it would not oppose the action after National, Magna and Todd-AO agreed to certain conditions on the investment.

As revealed last week, with the purchase of the $1,000,000 of debentures, National will receive warrants

(*Continued on page 3*)

TOA Executives to Oregon Unit Meeting

PORTLAND, Ore., May 31.—Oregon Theatre Owners, one of the newer units of the Theatre Owners of America, will hold its first convention here on June 9 at the Benson Hotel.

Among the national executives of TOA who are scheduled to attend the sessions here are Walter Reade, Jr., president; Herman Levy, general counsel; Alfred Starr, former president and board member, and Roy Cooper, vice-president of the TOA western division.

N. Y. Exhibitors Ready To Demonstrate Today At City Hall Hearing

In the wake of last night's simultaneous "blackout" of more than 550 New York City theatre marquees, the industry here is primed for its open hearing before the City Council Finance Committee this morning at City Hall in its fight against the city's proposed five per cent amusement tax.

Over 50 film industry, labor, merchant and civic group leaders have informed the New York City Emergency Council, spokesman for the industry in its fight against the proposed tax, that they will take part in the open hearing.

Committee spokesmen said they will talk "until midnight if we have to." The administration has promised the industry it will receive all the time it needs to present its case. The finance committee, composed of 12 members of the City Council, will hear the industry's arguments and then submit its findings to the Council. It is possible that the Council will vote on the measure tomorrow, committee spokesmen indicated. When the

(*Continued on page 3*)

Announce Changes in 20th's Sales Staff

Five promotions and branch office realignments in 20th Century-Fox's domestic sales organization were announced by the company at the weekend.

Martin Moskowitz, formerly Empire State division manager, has been advanced to division manager of the revised Atlantic division which will consist of New York, Philadelphia and Washington. He will maintain headquarters in the New York branch. The Pittsburgh exchange formerly in the Atlantic division, has been added to the Central division under the supervision of T. O. McCleaster, Central division manager.

J. M. Connolly, previously manager of the Boston exchange, has been promoted to the position of division manager of a newly-created North-East division, consisting of Boston, New Haven, Buffalo and Albany with headquarters in Boston.

John Feloney, formerly sales mana-

(*Continued on page 3*)

'Seven Brides for 7 Brothers'

(M-G-M)

(CinemaScope)

INTEGRATING lavish production numbers with a romantic down-on-the-farm theme, M-G-M has a musical treat in "Seven Brides for Seven Brothers." It would be an outstanding piece of entertainment on a conventional screen, but utilizing the panoramic sweep of CinemaScope, the medium in which it was reviewed, the producers have come up with a fast-paced, imaginative picture that should score solidly at any type of box-office. It's the kind of a picture that should appeal to the severest critics as well as the easy-to-please.

A splendid cast headed by Howard Keel and Jane Powell turn in stellar performances and keep things moving without a letup.

The film, latest in a long line of fine M-G-M musicals, should do strong business. Colorful production numbers, directed by Stanley Donen and deft supervision by Jack Cummings, give greater scope and lavish

(*Continued on page 3*)

Personal Mention

AL CROWN, president of Moulin Productions, has returned to New York from England.

•

EDMUND C. GRAINGER was in Washington from New York on Friday to attend the graduation of his daughter, ALICE PATRICIA, who took her A.B. degree from Trinity College in that city.

•

CECIL BERNSTEIN, managing director of Granada Theatres, Ltd., London; LESLIE MACDONALD, talent agent, and JACK HAWKINS, British actor, arrived here over the weekend from England via B.O.A.C. Monarch.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have returned here following a trip to Chicago and Western cities.

•

SAUL J. ULLMAN, Fabian Theatres division manager, was honored at a dinner given by the Albany (N. Y.) Variety Club for his work as chairman of the Big Brother Committee.

•

TIM CLAGGETT, publicist for the Motion Picture Association of America, is vacationing at Cape Cod from New York.

•

EDWARD CUTLER, RKO Radio booker in Cleveland, and BETTY IMMERMAN, of that city, have announced their engagement.

•

MORRIS KEPNER, partner in the Burnside Theatre Corp., East Hartford, has left Hartford Hospital following surgery.

•

SEYMOUR SIMON, Chicago attorney prominent in film cases, was married in Cleveland to MRS. ROSLYN BIEL of that city.

•

DR. CHARLES R. DAILY, technical expert at the Paramount studios, is in Chicago from Hollywood.

•

WILLIAM GRAHAM, executive of the Schine Circuit, was in Albany from Gloversville, N. Y.

•

CARL BOVEE has been named manager of the Rock Hill Drive-in, in Sullivan County, N. Y.

•

HENRY ROGERS, publicist, left here Sunday by B.O.A.C. Monarch for London.

•

ROBERT FENDER, Paramount Pictures unit publicist, has left here for Cannes, France.

•

SPERIE PERAKOS, general manager of Perakos Theatres Associates, has returned to New Britain, Conn., from New York.

•

J. M. SALZBURG, producer of the Jimmy Demaret golf films, has left here by plane for the Coast.

•

GENE KELLY has returned to the Coast from New York.

Senate Unit Amends Tax Revision Bill to Include Admissions

WASHINGTON, May 31.—The Senate Finance Committee went through the formality of amending the pending technical tax revision bill so that it would include the new admissions tax rates that went into effect April 1.

The revision bill is a complete rewriting of present tax laws. However, when the revision bill passed the House, Congress had not finished action on the excise tax bill, and so the House version of the revision bill included the admissions tax at a flat 10 per cent, as originally voted by the House.

Later, in the excise bill which has now become law Congress voted to exempt tickets up to 60 cents and to make the tax 10 per cent on the higher-priced tickets. The Finance Committee now has amended the revision bill to include the 60 cents exemption provision. This was a technical formality, and had been expected.

The Finance Committee also decided, as had been expected, that no new excise rate changes should be made in the revision bill.

Four Films in June From United Artists

Four productions, headed by "Man With a Million," will be released by United Artists during June, it was disclosed on Friday by William J. Heineman, UA vice-president in charge of distribution. The filmed dramatization of the Mark Twain story will be followed by "Hobson's Choice," "Gog" and "Challenge of the Wild."

"Hobson's Choice," produced by David Lean, will star Charles Laughton, John Mills and Brenda De Banzie. "Gog," an Ivan Tors production in 3-D, has Richard Egan, Herbert Marshall and Constance Dowling in its cast, while "Challenge of the Wild" is a drama of life in the Arctic and sub-Arctic wilderness, filmed in color by Color Corp. of America. Frank Graham, former exhibitor, is writer, producer, director and photographer.

1st 'Hans' Reissue Date Is June 9

Samuel Goldwyn's "Hans Christian Andersen" will open June 9 at the Paramount Theatre, Portland, Ore., in its first general re-release playdate, it was announced at the weekend by Charles Boasberg, general sales manager for RKO, distributor of the picture.

Entirely new ads and publicity material have been created for the general re-release of the Danny Kaye Technicolor musical, he said.

James Lannon Dead

James Lannon, art director and account executive for Roberts & Reimers advertising agency, died at the weekend of complications following pneumonia. Lannon formerly was with Foote, Cone & Belding and Buchanan Co.

This Is Final Day For RKO Tenders

Stockholders of RKO Theatres Corp. have until 3:30 p.m. today to tender the company's stock at a price not exceeding $6.50 a share, the theatre circuit stated at the weekend.

Tenders must be received by the Irving Trust Co., Corporate Trust Department, One Wall Street, New York City.

Fox Setting Big TV Promotion for 'Evil'

One of the most extensive national television advertising campaigns, budgeted at $250,000, has been scheduled by 20th Century-Fox for "Garden of Evil," CinemaScope and Technicolor adventure drama being released in July, it was announced over the weekend.

The airwaves campaign, harnessing the TV medium to pre-sell a motion picture, will blanket more than 160 key markets across the country starting in mid-June with special announcements on the picture starring Gary Cooper, Susan Hayward and Richard Widmark.

A two-week saturation campaign will be employed in each area starting two weeks in advance of openings with messages bracketing leading network telecasts as well as top-rated local programs. Programming on a day-and-night schedule will see an average of six "Garden of Evil" spot announcements daily during the saturation period, the company said.

Krim Tells O'Donnell UA Meeting Needs

Arthur Krim, president of United Artists, at the weekend answered a letter from Robert J. O'Donnell, of Texas Interstate Circuit, in which O'Donnell said that 1,424 Texas theatres are "in desperate need" of 26 additional top pictures. Krim, in a letter to O'Donnell, wrote in part:

"I am happy to say that in the 1954-55 season many of our plans in this direction will come to fruition and that during this season, our delivery of potential block busters will be several times the number distributed by us this past year and far more than in any single year in the 35 year history of United Artists."

Looks for Better 1955-56

Krim's letter continued: "This should react to the great benefit of exhibitors throughout the country and if we continue to get the kind of cooperation and support which we have had these past few years, we hope to have even an increased number of 'A' pictures for the 1955-56 season."

Krim then listed some of the top releases on UA's schedule and said: "All of these pictures are in the can or about to start in the immediate future. We pledge you this—we will deliver more than 50 pictures at the rate of at least four a month in 1954-55 and we promise you a preponderance of big ones as you can see from the above."

Tradewise . . .

(Continued from page 1)

companies last week, there is among the 1,400-odd theatres in his state playing time available for 26 more "A" pictures than are now in sight for this season.

O'Donnell most likely will be in attendance at the T.O.A. Hollywood meeting. The problem he cites, for small city and subsequent run theatres, at least, is not a regional but a national one.

Hollywood is the place to do something about it.

CinemaScope Data Film Ready June 7

June 7 has been set by 20th Century-Fox for the completion of scoring and editing of an industry film report on the progress of CinemaScope and stereophonic sound, the company announced at the weekend. The film will be shown throughout the world later this spring, 20th-Fox said.

Presentation of the film will be held in a special theatre showing for exhibitors, members of the trade and consumer press and executives from all branches of the industry. The full facilities of the company's Hollywood studios are being used in the filming of the demonstration subject, the company said. Running time of the film is expected to exceed one hour, according to 20th-Fox.

New Altec Deal

M. G. Thomas, division manager of Altec Service division office in Atlanta, has announced signing of a contract with Dixie Amusement Co., Swainsboro, Ga. The contract covers five theatres.

Consolidated Dividend

OTTAWA, May 31.—Consolidated Theatres, Ltd., has declared a dividend of 12 cents on Class A and 10 cents on Class B, payable tomorrow.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"EXECUTIVE SUITE"
starring
WILLIAM HOLDEN • JUNE ALLYSON • BARBARA STANWYCK
FREDRIC MARCH • WALTER PIDGEON • SHELLEY WINTERS
PAUL DOUGLAS • LOUIS CALHERN
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

ALFRED HITCHCOCK'S
"dial M for Murder"
IN WARNERCOLOR
RAY MILLAND · GRACE KELLY · ROBT CUMMINGS
PARAMOUNT
TIMES SQUARE

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Ezell Stereo Device To 20 Drive-ins

Twenty drive-in theatres throughout Texas will be equipped for CinemaScope presentations by July 1 with stereophonic sound equipment developed by Claude Ezell and associates, Ezell disclosed here. Ezell stated that eight installation teams are working throughout the South and Midwest equipping outdoor theatres with the equipment.

20th Staff

(*Continued from page* 1)

ger of the Boston office, has been promoted to managership of this exchange, while John Peckos, salesman in the Boston exchange, has been promoted to the position of sales manager of that office.

Chicago 'American' Increases Ad Rates

CHICAGO, June 1.—Amusement advertising rates are being increased by the Chicago "American," according to a notice sent to advertisers here, with downtown theatre line charges going from $1 on weekdays and $1.05 on Sundays to $1.10 and $1.15, respectively.

Neighborhood theatre charges will rise from 95 cents and $1 to $1 and $1.05. The notice explains that "once again production costs have forced this necessary move."

'Seven Brides for 7 Brothers'

(*Continued from page* 1)

treatment to Stephen Vincent Benet's story, "The Sobbin' Women."

Such Johnny Mercer tunes as "June Bride," "Lament," "When You're in Love," "Wonderful, Wonderful Day," "Bless Your Beautiful Hide," "Spring, Spring, Spring," "Sobbin' Women" and "Goin' Courtin'" are presented in picturesque surroundings by Keel, Powell and supporting players. One song and dance sequence in the film, a barn-raising, real ol' fashioned type of hoe-down, is a genuine foot stompin', hand clappin' original creation which adherents of dancers Tommy Rall, Marc Platt and Jacques d'Ambrose, courtesy of the New York City Ballet, should love. Beautifully filmed, and carefully fashioned to suit family audiences, the picture should give a good account of itself in all situations.

Back-country farmer Keel, living with his six younger brothers, comes into town to trade and marry. While the story is off to a slow start, he marries and brings Miss Powell back to his farm. There, the brothers, all unkempt and ill at east because of her, are taught manners in song by Miss Powell. The brothers and Miss Powell attend a barn-raising and the song and dance production number during this sequence is a show stopper. The six bachelor brothers of Keel, longing to be neighborly, meet and fall in love with six unattached girls. As the story progresses, it tells of the brothers longing for the girls and Keel incites his kin to abduct them, as was the custom of the Roman legions of Julius Caesar. All seven of the brothers sneak into town during the winter months and abduct the girls. The townspeople chase the brothers and their unwilling charges back into the hills but can not affect a rescue due to an avalanche which blocks a mountain pass.

The girls are welcomed by Miss Powell, who reprimands the brothers and makes them move out of the house and into the barn. The six girls spend the remaining winter months falling in love with the six younger brothers of Keel under the chaperoning of Miss Powell. When the springtime comes, the pass opens and the townspeople rescue the girls. A baby, which is born to Keel and Miss Powell, causes the fathers of each of the girls to think that his daughter is the mother, and in turn the girls are wedded to the brothers, in what may be called "shotgun" ceremonies.

The seven brothers are Keel, Rall, Platt, d'Ambrose, Jeff Richards, Russ Tamblyn and Matt Mattox. The seven brides are Miss Powell, Julie Newmeyer, Nancy Kilgas, Virginia Gilson, Ruta Kilmonis, Norma Doggett and Betty Carr. Others in the cast are Ian Wolfe, Howard Petrie, Russell Simpson and Marjorie Wood. Produced by Jack Cumming, directed by Stanley Donen, from a screenplay by Albert Hacker, Frances Goodrich and Dorothy Kingsley.

Running time, 103 minutes. General classification. Release, in August.

LESTER DINOFF

Plan First European Drive-in Near Rome

Europe's first drive-in theatre will open this summer on the grounds of Exposition City on the southeastern parkway from Rome to the sea, according to Italian Films Export. Situated on raised ground which catches the sea breezes, the Rome fair grounds have long been a favorite after-dark cooling-off spot for the city's residents. Blueprints of the outdoor theatre provide space for 200 cars.

NT-Magna

(*Continued from page* 1)

entitling it to acquire, over a 10-year period, up to about four per cent of the outstanding Magna common, and also to a four and one-sixth per cent participation in the profits of "Oklahoma."

The conditions obtained by the Justice Department involved compulsory licensing of the Todd-AO process to other producers, trusteeing of the common stock held by National and guarantees as to the booking of Todd-AO films without discrimination. These are the conditions:

National has agreed to trustee any Magna common stock it acquires under the warrants, and to dispose of each block of stock within five years of acquisition. Moreover, if National's holdings of Magna common ever exceed six per cent of the outstanding shares, as might happen, for example, if Magna retired some of the outstanding shares, National will dispose of the excess within six months.

Theatre-by-Theatre Stipulation

Any license granted by Magna to National on any Todd-AO picture must be granted theatre-by-theatre, solely on the merits and without discrimination in favor of National. Moreover, in case Magna releases a conventional version of a picture originally made in the Todd-AO process, it must license that version theatre-by-theatre and on the merits all the way down the line, with respect to all theatres and not just to National Theatres.

Finally, five years after the first public exhibition of a Todd-AO feature, Todd-AO must, for the following five to 12 years, grant non-exclusive production licenses upon non-discriminatory terms to any applicant.

Industry Will 'March' Today on City Hall

(*Continued from page* 1)

Council passes the legislation it goes to the Board of Estimate and then to Mayor Wagner for signing. This gives industry two additional opportunities to present its fight in open hearings before it is enacted into law.

The newsreel today will cover the march and rally on City Hall by employees in every phase of the industry here. More than 2,500 signs have already been made for the demonstration.

Over 10,000 employes, representing local exchanges and home offices and workers in every other department of the local film and theatre industry, are expected to turn out for the City Hall rally. They will mass in front of the building and await the ending of the hearing, according to industry officials. All theatres throughout the city have been asked to keep their doors closed today until 2:00 P.M.

Among the industry and union leaders who will present their case to the Finance Committee this morning are: Nicholas M. Schenck, president, Loew's, Inc.; Harry Brandt, president, Independent Theatre Owners Association; Emanuel Frisch, president, Metropolitan Motion Picture Theatres Association; J. R. Vogel, vice-president, Loew's, Inc.; Samuel Rosen, executive vice-president, Stanley-Warner Corp.; Sol A. Schwartz, president, RKO Theatres; Leonard Goldenson, president, American Broadcasting-Paramount Theatres; Robert Coyne, special attorney, Council of Motion Picture Organizations; Jerome Chaiken, president, Local 54, Cleaners and Porters Union, AFL; Herman Gelber, president, Local 306, Projectionists Union, AFL; Tom Murtha, chairman of the 10th District, Theatrical Locals of New York State, Local 4, IATSE; and John McDowell, secretary, Local 1, IATSE, and members of the emergency committee.

Richard F. Walsh, IATSE president, will also appear with local leaders of seven of the city's largest merchants' associations representing: Broadway, Coney Island, Pitkin Avenue and Flatbush Avenue in Brooklyn; Fordham Road, the Bronx; Jamaica Avenue, Queens, and 86th Street in Yorkville.

Publicists in Strong Protest

In another development, the Screen Publicists Guild, Local 20, sent a letter strongly protesting imposition of the five per cent tax to Mayor Wagner at the weekend. It read: "The Screen Publicists Guild, representing advertising, publicity and promotion employees of motion picture distributing companies in New York, wishes to register the strongest possible protest with Your Honor in relation to the proposed five per cent tax on amusement admissions." The letter continued: ". . . . it is a shameful thing to attempt to levy a tax on an already burdened industry—a tax which will definitely result in the loss of jobs. There are alternative taxes which may inconvenience some citizens but they are far more welcome than a tax that will cost jobs."

At the weekend the Association of Theatrical Press Agents and Managers held a conference to discuss a campaign against the proposed tax. The conference was followed by a rally Friday afternoon at the Forty-sixth Street Theatre.

Would Be Effective June 15

The tax if passed, would take effect June 15, with the first returns to be paid to the city next Sept. 1. Thereafter, returns will be made four times a year, on March 1, June 1, Sept 1, and Dec. 1.

Although the Federal tax exempts admissions up to 50 cents, the city tax will exempt admissions only up to 10 cents, thus affecting even children's admissions.

Schreiber, Flick at Michigan U. Forum

ANN ARBOR, Mich., June 1.—Sidney Schreiber, general counsel of the Motion Picture Association of America, and Dr. Hugh Flick, director of the motion picture division of the New York State Education Department, will be principal speakers at the Summer Institute series of the University of Michigan here on June 17.

Both Schreiber and Doctor Flick will discuss the problems of the motion picture industry in relation to official controls vs. self-regulation of communications media.

Middletown Drive-in To Harry Alexander

ALBANY, June 1.—The Middletown Drive-in at Middletown has been leased from Harry Lamont by Harry Alexander, who resigned as Universal salesman in Albany to become an exhibitor. Alexander, one-time 20th Century-Fox manager here and an industry veteran, will pave the drive-in, install new concession stands and put in new rest rooms before opening it on June 15.

A 300-car situation, it had been operated by Lamont for seven seasons.

Acquires Hopedale House

HOPEDALE, O., June 1.—Melvin Buzzard has acquired the Hopedale Theatre here from Harry Mackey.

Fly United's new DC-7s—the nation's



The fastest, finest Mainliner flights in history now link the entertainment capitals of the U.S.A. with unexcelled speed, incomparable luxury and convenience.

Starting June 18, United's great, new DC-7 Mainliners offer swift nonstop flights overnight from Los Angeles to New York in only 7¼ hrs. You enjoy wonderful comfort as well as speed in United's DC-7s, with improved cabin pressurization and soundproofing, plus restful, fully reclining seats of new and exclusive design. Westbound from New York, your nonstop DC-7 Mainliner leaves at noon and arrives in Los Angeles at 4:55 p.m!

En route, United DC-7 Mainliners cruise at 365 mp powered by 4 turbo-compound engines, developing 13,0 h.p. You fly as high as 25,000 ft., enjoying delicio table-served, full-course meals, prepared by worl renowned United Air Lines chefs. Snacks and beverag are also offered, and there's a roomy lounge for co genial visits with other passengers.

And starting July 1, DC-7 Mainliners go into servi nonstop to Chicago in just 5½ hours. Additional DC

astest airliners!



365 mph NONSTOP SERVICE between Los Angeles and New York, only 7¼ hrs.!



The Main Line Airway—to 80 Cities

vice nonstop between San Francisco and New York the nation's fastest airliners!

Even your luggage gets extra-special, *extra-fast* han- ng on United DC-7s. In fact, United has the *only* -7s with cabin-level baggage compartment where ilt-in racks offer extra speed in delivering your lug- ge at destination.

For the newest and best in air travel, fly United's DC-7s. ake your reservations now. Contact your nearest nited ticket office or see an Authorized Travel Agent.

UNITED AIR LINES

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R RESERVATIONS—and we suggest you make them soon—call or write United or an Authorized Travel Agent.

Radio-TV Receiver Production High, RETMA Reports

WASHINGTON, May 31.—Nearly 2,000,000 television receivers and over 3,250,000 radios were manufactured during the first four months of this year, the Radio-Electronics-Television Manufacturers Association reported. Average weekly production of both products remained at approximately the level of March.

Cumulative television production in the first 17 weeks of this year totaled 1,904,718 units, it was reported, compared with 2,827,821 receivers manufactured in 1953 and 1,647,708 in 1952 comparable periods.

The radio output totaled 3,326,800 sets in the 17-week period, RETMA reported, compared with 4,993,720 radios produced in the first four months of 1953 and 4,863,456 sets in the 1952 period.

April Below March

Total television set production in April, a four-week month, was 457,608 units compared with 599,606 in March and 567,878 sets manufactured in April a year earlier.

The April output of radios totaled 745,235 units compared with the five-week March production of 940,352 sets and 1,158,936 radios manufactured in April 1953.

Of the nearly 2,000,000 TV sets produced in the first four months, 450,262 were equipped with UHF tuners at the factory, including 112,833 manufactured in April. Of the April radio production, 14,008 sets were equipped with FM tuning facilities, RETMA reported, and an additional 2,578 television sets were manufactured with FM circuits.

Despite TV, Canada Business Holds Up

OTTAWA, May 31.—Despite the spread of TV sets in Canada, including a belief that 1,000,000 TV sets will be in operation by the end of 1954, it is learned that theatre attendance is holding up well and in some areas such attendances will likely be higher for the first four months of this year than in 1953.

TV Okay to Fergum

MANSFIELD, O., May 31.—William Butts, an examiner for the Federal Communications Commission, has endorsed the application of the Fergum Theatres for the construction and operation of a television station here. The recommendation is the result of the FCC's dismissal of a competitive application filed by the Mansfield Journal Co., which the applicant requested.

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Specializing
in requirements of the
Motion Picture Industry
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3720 W. 6th St., Los Angeles

Television--Radio

with Pinky Herman

TELEVISION, like Little Topsy, has 'growed up.' And like Topsy, is required to master "things to do or not to do—or what's the correct approach, according to Emily Post." American Rayon Institute has a telefilm, "Report from New York," in which the famous Emily Post herself, making her TV debut, is the star. . . . Maggi Ettinger has flown to Hollywood to set up the firm's new offices; returns to New York about middle of June. . . . One of the most popular orchestra figures in the country, Gregory Coleman, who retired from brother Emil's orchestra two years ago to recuperate from a severe illness, has just been awarded a patent for an ingenious window washer gadget which will earn him a mint. Couldn't happen to a more deserving fellow. . . . For easy listening Saturday nites (9:30-midnite) tune in to Bill Hanrahan, genial host of "Bill's Place" dispensing philosophy, good humor and musical platter-NBChatter.

☆ ☆ ☆

Although everyone, and that includes NBC, expects it to be called "The Sid Caesar Show" when it preems in the Fall, there is strong objection to the title from—and here's a real Broadway switch—none other than Sid Caesar, himself. . . . Big Jon & Sparkie, the ABClever kiddie shows, will make a personal appearance tour next month at Salt Lake City, Reno and Casper, Wyoming. In the last six weeks, Jon Arthur and his animated alter ego have traveled over 20,000 miles and thrilled almost 100,000 moppets. Why this fine program isn't brought to New York and presented as a TV network daily strip is something we can't understand. . . . Radio Program Productions have an exciting telefilm series in "Adventure with Jethro Adams," shot in several South American countries. . . . Gary Stevens leaves tomorrow for Hollywood with a TV Package, "Hollywood, U.S.A." a five-mornings-a-week live show, which, if sold to the movie producers, will originate each week from a different film studio, designed to sell 'going to the movies' to TViewers. If this program is sold, it'll be seen TVia NBC.



Sid Caesar

☆ ☆ ☆

Peter Arnell's new CBS-TV quizzer, "What's in a Word?" which bows in next week, will have Clifton Fadiman, moderator, with Anna Lee, Audrey Meadows, Russell Nype and Jim Moran, panelists. . . . Hank Leeds, producer of Freddie Robbins' "Coke Time" MBSeries and Jeanne Harrison, also a producer of radio and TVehicles, were visited by Sir Stork last week. The little 7-pound bundle was named Liza Beth. . . . Danny Dare has acquired Malvin Wald's sketch, "The Great Collaborator," for his forthcoming musical revue, "That's Life," which will be given a try-out at the Las Palmas Theatre in Hollywood next month, headed for Broadway in the fall. . . . The motion picture version of "Life with Father," will be re-issued this fall to coincide with the return of the program to the air. . . . Fred Waring plays host to songpluggers and music execs at his Shawnee Inn & Country Club next Tuesday. This is Tin Pan Alley's most popular annual event.



Audrey Meadows

☆ ☆ ☆

Vivian Gray, formerly secretary to Fred J. Mahlstedt, director of operations and production at CBS-TV Film Sales, has done a terrific job since her promotion to administrator of that net's film booking dep't. In her case, C-B-S stands for Capable, Beautiful (she used to be a photographer's model) Successful. . . . John Mahon has ankled Geo. F. Foley to become comptroller of Guild Films. Guild, in the midst of a film production sked totaling about $3,000,000 anticipates a $5,000,000 billing year. Could be with Liberace, Elizabeth (Betty White), Joe Palooka, Frankie Laine and Florian ZaBach. . . . The Two & One Trio (Rosa Rio, Eddie Litvin and Bobby Christian). have created a new electronic sound on their radio and TV shows. Rosa used to present unique musical sounds when she solo'd a piano-organ series via ABC. . . . Gerry Gross and Norman Baer rate an accolade for their declaration of war against juve delinquency. Their "Junior Olympics" which will WNBTee off Saturday (5:30-6:00 P.M.) June 26th, will host youth clubs in and around New York.

Setting World Wide Perspecta Showings For Next 3 Months

Within the next three months, more than 40 major trade and press demonstrations of Perspecta stereophonic sound will have been held in important film centers overseas, it was announced by Arthur M. Loew, president of Loew's International. All the demonstrations are being run under the joint sponsorship of the overseas offices of M-G-M, Paramount and Warner Brothers, the three companies which have adopted the Perspecta system for all their pictures.

"Seven demonstrations have been completed abroad," Loew said. "Definite dates for 13 additional demonstrations have been set. At least 20 more demonstrations are planned for which dates will be fixed in the near future. We will continue the demonstrations until all segments of the industry in every corner of the world have the opportunity to see for themselves."

Licensing Pacts Signed

Loew also announced the signing of licensing agreements for the manufacture and sale of Perspecta stereophonic sound integrator units with the following firms: Microtechnica of Turin, and Cinemeccanica of Milan, Italy; the Brockliss-Simplex Co. of France, and the Japan Victor Co. of Tokyo. Active negotiations are under way with other manufacturers in other parts of the world. It is expected that these negotiations will be concluded very shortly. The Integrators are the only special equipment that the system requires in the booth, one being needed for each theatre, regardless of the number of projectors, Loew said.

Among the demonstrations scheduled are the following: Mexico City, Mexico, Roble Theatre; Brisbane, June 1, Metro Theatre; Paris, June 1, Rex Theatre; Marseilles, June 2, Pathe Palace Theatre; San Juan, June 4, Metro Theatre; Bogota, June 9; Metro Theatre: Bordeaux, June 10, Femina Theatre; Lima, June16, Metro Theatre; Rio de Janeiro, June 23, Metro-Passeio Theatre; Algiers, June 24, Paris Theatre; Sao Paulo, June 30, Metro Theatre; Montevideo, July 7, Metro Theatre, and Santiago, July 14, Metro Theatre.

Others to Follow

Demonstrations will also be held in the following cities, with dates still to be set: Buenos Aires, Vienna, Brussels, Frankfurt, Hong Kong, Bombay, Djakarta, Tel Aviv, Formosa, Rome, Beirut, Singapore, Panama City, Manila, Johannesburg, Stockholm, Bangkok, and Caracas.

Atom Short Subject

Al Bondy is distributing a 10-minute subject dealing with the harnessing of the atom to power submarines. Produced for General Electric by John Sutherland, the film will be available to theatres.

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Specialists to Motion Picture Industry

MPEA Board Meets Today in New York

The regular annual board meeting of the Motion Picture Export Association will take place here today. It is expected that present officers will be re-elected.

Set Overseas Debuts For Fox's 'Egyptian'

A series of international premieres, larger in scope and scale than previous openings, are scheduled to launch Darryl F. Zanuck's CinemaScope production of "The Egyptian" in various world capitals in September, it was announced by 20th Century-Fox.

To plan for these debuts Charles Einfeld, vice-president of 20th-Fox, will go to Europe this month, where he will meet with company representatives, leading exhibitors and government officials.

State officials and dignitaries are expected to attend the openings which show indications of surpassing "The Robe" in attendance.

Buffalo Pastor Hits Action Against 'Line'

BUFFALO, June 1.—An alleged attempt of the Legion of Decency to bring about a boycott of the Lafayette and the affiliated Basil community theatres for a period of six months because the Lafayette showed "The French Line" has been attacked by the Rev. John Pallas, pastor of the Hellenic Eastern Orthodox church of the Annunciation.

Rev. Pallas characterized the Catholic effort as "reaching the stage of a Spanish Inquisition and then takes on the proportions of infringing the rights of free legal enterprise."

He described the boycott as "hitting democracy below the belt" and he concluded: "God help us never to reach a point where we may prefer censorship to free discussion."

Review

"Johnny Dark"

(Universal)

THAT popular pair, Tony Curtis and Piper Laurie, share the top roles in this merry-family-type picture which was produced in color by Technicolor. Romantic entanglements in an automobile factory blend in nicely with a background of sports car racing.

Core and highlight of the picture is a blistering border-to-border race from Canada to Mexico. En route, pleasant, scenic fragments are turned up to set off the narrative developments. Besides the natural competition between drivers and crews for the winning of the race, there is the background story of Curtis and his struggle to convince his boss of the wisdom of supporting a sports car. The boss, Sidney Blackmer, founder of the motor car company, has no itch to enter the sports car field, preferring instead to make a conservative vehicle for the entire family. Along with this, the screenplay by Franklin Coen works in an angle of love, complication and misunderstanding between Curtis, the youthful, zealous designer of the rakish new sports car, and Miss Laurie, granddaughter of the firm's head.

At the finale, congratulations are in store for Curtis for several reasons; the winning of the race, the convincing of his boss on the production of the sports car, and of course, the fadeout embrace with Miss Laurie.

Don Taylor plays a test driver, and sometime buddy of Curtis, and Paul Kelly is the production chief.

William Alland produced and George Sherman directed.

Others in the cast are Ilka Chase, Ruth Hampton, Russell Johnson, Joe Sawyer, Robert Nichols, Pierce Watkin and Ralph Montgomery.

Running time, 85 minutes. General audience classification. For July release.

Producing Abroad Criticized by Senator

HOLLYWOOD, June 1. — The AFL Film Council has received from Sen. Thomas Kuchel a pledge to do "everything in my power" to help solve the unemployment problem attributed by the Council to "runaway production."

Senator Kuchel declared, "I do not want to see the motion picture industry continue to be weakened economically by making abroad any pictures which should be made here."

'Desert' Winners Named

The four winning RKO Theatre managers in the Walt Disney "Living Desert" promotion contest were announced here. They are Ray Malone, RKO Alden, Jamaica; Richard Clark, RKO Castle Hill; Jack Reis, RKO Royal; and John Thomas, RKO Bushwick, Brooklyn.

Robbins Again Heads Palsy Trailer Group

Herman Robbins, president of National Screen Service, has again been appointed chairman of the motion picture trailer distribution committee for the 1954 United Cerebral Palsy campaign by Leonard H. Goldenson, UCP president and president of American Broadcasting - Paramount Theatres. Robbins has held the chairmanship each year since UCP was launched five years ago.

In addition, National Screen Service will handle distribution of the campaign appeal trailer, which stars Bob Hope, UCP life chairman; William Clay Ford, 1954 campaign chairman, and five-year-old Jackie Martin, a cerebral palsied boy. More than 1,500 prints of the two and one-half minute trailer have been supplied to National Screen offices throughout the country, from which points they will be offered to the theatres.

Paramount Lists 15 VV for This Year

(*Continued from page* 1)

stages of production. Now on location in Colorado is "Run for Cover," William Pine-William Thomas production starring James Cagney, Viveca Lindfors and John Derek, with Nicholas Ray directing.

Three productions are slated to start in June. They are — June 1 — "To Catch a Thief," starring Cary Grant and Grace Kelly, with Alfred Hitchcock producing and directing on the story's actual French Riviera locale; June 7—"Love Is a Weapon," starring John Payne and Mary Murphy, Phil Karlson directing; June 14—"We're No Angels," from the French stage comedy, directed by Michael Curtiz and produced by Pat Duggan and featuring Humphrey Bogart, Joan Bennett, Aldo Ray, Peter Ustinov and Basil Rathbone.

This active pace will continue with the following productions, also with color in Technicolor — "Blue Horizons," story of the historic Lewis and Clark expedition, planned by William Pine and William Thomas for a July 6 start; Bob Hope's next comedy, as yet untitled, scheduled to shoot July 14 with Mel Shavelson and Jack Rose producing and directing; Danny Kaye's "The Court Jester," again combining the writing-directing-producing team of Norman Panama and Melvin Frank, being prepared for an Aug. 15 start by Dena Productions, and another August starter to be "Lucy Gallant," produced by William Pine and William Thomas with a top cast.

Martin and Lewis Scheduled

Also scheduled for the fall and late 1954 are Martin and Lewis in "You're Never Too Young," to be directed by Norman Taurog and produced by Paul Jones, scheduled for September; Cecil B. DeMille's "The Ten Commandments," with a cast being assembled which already includes Charlton Heston, Yul Brynner and Sir Cedric Hardwicke, to start Oct. 11 on the Biblical locales, and "The Vagabond King," starring Kathryn Grayson and the European operatic tenor, Oreste Kirkop, will be produced starting in November, and will be directed by Michael Curtiz. Pat Duggan will produce.

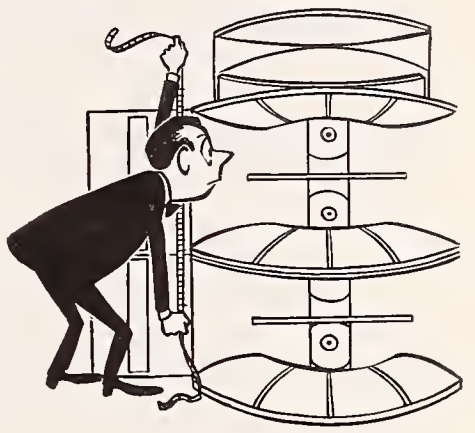
Wallis to Make 'Rose Tattoo'

The fall production slate of important properties also includes Hal Wallis' filmization of "Rose Tattoo," Broadway drama. In the top roles will be Burt Lancaster and the Italian actress, Anna Magnani, who is scheduled to report in Hollywood in September. This film will be directed by Daniel Mann.

Later this year producer-director William Wyler will place before the camera "The Desperate Hours," from the novel by Joseph Hayes. Also in preparation for later this year is another Cary Grant starring picture to be produced and directed by Alfred Hitchcock, the subject of which will shortly be announced.



EXHIBITOR'S CORNER



Q. *WHEN WILL STEREOPHONIC SOUND BE "SCALED DOWN" FOR THE SMALLER THEATRE?*

A. *IF YOU WANT* Stereophonic Sound equipment that's scaled down in price—to give you a greater share of your increased "take"—RCA has it NOW. IF YOU WANT a system that's scaled down in power—again, the answer is "NOW, from RCA." IF YOU INSIST on quality equipment for best results—*by all means* look into RCA's new low-cost Stereophonic Sound—the lowest-cost, quality system you can buy—and it's ready NOW.

Q. *WHERE CAN YOU get the complete answer on the cost of stereophonic sound?*

A. *Contact your local independent RCA Theatre Supply Dealer* for full details and prices.

RADIO CORPORATION of AMERICA
THEATRE EQUIPMENT
CAMDEN, N.J.

THE question of which weekly trade paper is "first in value to the industry" is a matter for industry judgment. Boastful self-assertion, no matter how boldly or repeatedly proclaimed, does not convert claims into facts.

But since it is not always possible for all who read and listen to have the necessary direct actual contact with the field to know the facts, it is understandable that some may be misled by vague and reiterated claims of being "first in reader preference" and a variety of other loose assertions.

As to the broad term of "value to the industry," MOTION PICTURE HERALD leaves the answer to the individual members of the industry. The record of each of the 39 years to date and the calibre of every week's issue of the HERALD is the only evidence anybody in the industry needs.

On "reader preference," the facts are simple: Everybody who is anybody in or connected with this industry, and who can afford the subscription price of the HERALD, receives and *reads* it regularly.

Many of them also receive several other weekly trade papers (all of which are available at $1.00 to $1.50 per annum). Few of them actually read more than one. That many low-priced papers remain in their wrappers or are perused by only minor staff members is a matter of common knowledge.

Certain it is that the more than fifteen thousand subscribers who pay a much higher price for the* Herald *than for any other weekly trade paper do so because they prefer it, have greater confidence in it, and find its services of greatest value to them.

Other evidence of reader-preference is obvious every week in the year. For example, when a man writes to a paper, he naturally selects the paper *he* reads; the HERALD receives and publishes more letters to the industry from exhibitor and other executives than all other film trade papers *combined!*

Then there is the highly significant fact that in an industry which has not increased the total size of its executive personnel in many years, the continuous stability of the HERALD's circulation is shown by the consistency of its audited figures. There have been no incredible jumps resulting from questionable "circulation" promotion drives.

It should also be noted that in 1922 the *combined* circulation of *all* weekly film trade papers (when there were more theatres than today) was slightly less than the HERALD's present circulation. That should be remembered in judging heavily inflated circulation figure claims.

Finally, the HERALD does *not*:

(1) Make any effort to sell subscriptions that have no *real* value in market coverage.

(2) Sell any subscriptions for "less than postage cost" for the sake of inflating "circulation" totals.

(3) Indulge in other methods of promoting "circulation of questionable value.

(4) Knowingly accept advertising for product deemed to be harmful to the industry (several more such specimens have been declined this year).

(5) Place misleading interpretations upon any parts of Audit Bureau of Circulations figures in order to influence advertising from concerns which do not understand the motion picture theatre market. *(A.B.C. statements do not define how many "subscribers" are theatre owners or executives, or indicate the size or importance of theatres included in any figures.)*

MOTION PICTURE HERALD *penetrates* to over 96% of the buying power of the U.S. motion picture theatre field, *plus* the cream of the foreign markets. It reaches the right people in the right places, gets the advertiser's message to the people who *count*—the people who *buy!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 105 NEW YORK, U. S. A., WEDNESDAY, JUNE 2, 1954 TEN CENTS

City Council to Consider N.Y. Admission Tax Today

5,000 Demonstrate Against Proposal at Mass Rally in Front of City Hall; Top Industry Leaders Heard by Finance Group

By FRANCIS BACKILMAN

Local exhibitors and union executives took their fight against New York City's proposed five per cent admissions tax into an open hearing before the City Council Finance Committee yesterday at City Hall.

The Finance Committee will resume its meeting this morning and bring discussions to a close one way or the other before 1:30 P. M. At that time a special session of the City Council is scheduled to consider the proposal.

City Hall observers indicated the plan means the Finance Committee would report the tax bill out this morning and that the City Council may pass it this afternoon.

The hearing opened at 10:30 A. M., and continued into the night. After a list of over 114 speakers was presented to the committee, the chairman, Councilman Edward Cunningham (D., Bronx) said the hearing would continue into the early hours of the morning if necessary and until all speakers were heard.

Outside the City Hall, an estimated crowd of 5,000 New York City theatre, home office and exchange employees demonstrated in protest against the tax. Pickets circled the

(*Continued on page 3*)

Holiday Swells Box-Office of N.Y. First Runs

The Memorial Day weekend swelled New York first-run grosses with "Executive Suite," and "Three Coins in the Fountain" chalking up outstanding business at Broadway's showcase houses.

The M-G-M film, "Executive Suite," currently in its fourth week at the Radio City Music Hall, grossed $127,000 over the holiday period and is heading for a $160,000 week, Russell V. Downing, president and managing director, reported yesterday.

Twentieth Century-Fox's CinemaScope production at the Roxy Theatre, "Three Coins in the Fountain," grossed $76,000 during the "big" weekend with $90,000 expected for the second week, William Moclair, acting director of the theatre, stated.

Both houses drew high attendance figures besides grosses. The Music Hall attendance figure was estimated at 89,000 for Memorial Day, Downing said.

Two new films which opened, Republic's "Johnny Guitar" at the Mayfair and Paramount's "Secret of the Incas" at the Victoria, also did very well at the box-office. The Republic

(*Continued on page 6*)

British Minister Opposes TV Film Quota in New Bill

LONDON, June 1.—Britain's Postmaster General has registered opposition to the proposal of Labor Members of Parliament that a British film quota be provided in the Government's bill setting up the new Independent Television service. They argued that otherwise old American TV films would be dumped here indiscriminately.

The Postmaster General, who is in charge of the bill, agreed that film producers and technicians wanted to protect their interests but warned them against trying to turn the television industry into a closed-shop for British-produced films. If we were to adopt that attitude, he cautioned, we must expect retaliation from countries proposing to set up their own television stations.

The Minister has visions of Britain leading the world in the TV field.

"I think we are on the verge of

(*Continued on page 6*)

Col. 39-Week Net Up 859%

Figures for the 39-week period ending March 27, show a net profit after taxes for Columbia Pictures of $2,664,000 as compared to $310,000 for the like period in 1953, an increase of 859 per cent. This is equal to a dividend of $3.26 on each of the 757,843 shares of common stock outstanding on March 29, compared to 15 cents per share for the same period last year.

The net profit before taxes amounted to $6,296,000. The Federal government was the recipient of $2,600,000 and state and foreign governments profited to the extent of $1,032,000. A comparison of these figures with those for the period ending March 28, 1953, shows an increase in the net profit before taxes of $5,225,000, an increase of federal taxes paid of $2,535,000 and an increase in state and foreign taxes of $336,000 in the current year.

On Paramount Product

BALABAN CITES FLEXIBLE POLICY

Paramount's concentration on outstanding product and the company's immediate policy of producing every picture that "we believe can pay for itself and return a profit without limitation as to number, cost or over-all budget," were highlights in president Barney Balaban's statement to stockholders at their annual meeting here yesterday.



Barney Balaban

Balaban explained that "in our business we can no longer plan for a volume of pictures to be delivered at some time in the future. The public has become most selective

(*Continued on page 7*)

Ontario Exhibitors In Tax Relief Drive

TORONTO, June 1.—The exhibitors of Ontario have thrown down the gauntlet in their demand to the provincial government for a reduction in the admission tax, particularly on lower prices, as administered under the Hospitals Tax Act, because of the increasing economic stringency.

An organized group, known as the Ontario Theatre Exhibitors Committee for Admission Tax Relief, got busy at a meeting here today on the drawing up of a brief for early presentation to the cabinet.

The committee represents both the Motion Picture Theatres Association of Ontario and Allied Theatres of Ontario, the latter being made up of in-

(*Continued on page 6*)

To Name Receiver For British Lion

By PETER BURNUP

LONDON, June 1.—The government announced today that its National Film Finance Corp. had appointed a receiver and manager for British Lion Pictures because of loss of the company's entire share capital and also a substantial part of the £3,000,000 ($8,400,000) NFFC loan to British Lion, now recognized as irrecoverable.

NFFC has written off £2,000,000 ($5,600,000) of the loan as a loss.

A government spokesman told Commons the appointment of a receiver is being taken in order to safeguard its position and also to secure the con-

(*Continued on page 10*)

AB-PT Ready to Finance Pictures

American Broadcasting-Paramount Theatres is willing to finance independent foreign and U. S. producers if the story, cast and director are acceptable to the company, and, in turn, will guarantee a specified number of playdates, Leonard H. Goldenson, AB-PT president, said.

Goldenson stated that "even though AB-PT will be involved in the independent production, the films when

(*Continued on page 7*)

Brewer to Announce His Slate Today

HOLLYWOOD, June 1.—Roy M. Brewer, who returned at the weekend after touring the nation to determine the potential IATSE support for his candidacy to replace Richard F. Walsh as international president, will announce his slate at a press conference tomorrow noon. Brewer said he found the general sentiment extremely favorable to his campaign.

Personal Mention

SPYROS P. SKOURAS, president of the 20th Century-Fox, returned to New York by plane yesterday from London and the Continent.

•

D. C. COLLINS, vice-president of Altec Service Corp., and L. D. NETTER, Jr., general sales manager, have returned to New York, the former from Chicago, the latter from Washington.

•

HENRIQUE ALBERTO BAEZ, son of RICKEY BAEZ, general manager for United Artists in Brazil, and YVONNE NEVIERE will be married in Rio de Janeiro on June 12.

•

IRVING MAAS, foreign distribution director of the Motion Picture Association of America, arrived here yesterday from London by B.O.A.C. Monarch.

•

MYER P. BECK, Eastern advertising-publicity head for Stanley Kramer Distributing Corp., has returned to New York from Europe.

•

MAX MILLER, field exploitation representative for United Artists, is the father of a son born Monday to MRS. MILLER in Philadephia.

•

FRED SCHANBERGER, JR., part owner of Keith's Theatre, Baltimore, has been discharged from Bon Secours Hospital there.

•

C. J. APPEL, executive director of the Canadian Motion Picture Distributors Association, and MRS. APPEL have left Toronto for Bermuda.

•

JACK SANSON, manager of the Stanley Warner Strand Theatre, Hartford, and MRS. SANSON are marking their 43rd wedding anniversary.

•

DORE SCHARY, M-G-M vice-president in charge of production, is due in New York from the Coast on June 7.

•

SAMUEL WAAGENAAR, producer, arrived here yesterday from Europe on the "Flandre."

•

EDWARD DMYTRYK, director, will leave here today via B.O.A.C. Monarch for London.

•

MAX ARNOW, Columbia Pictures talent executive, has arrived in Europe from New York.

•

TAY GARNETT, director, and MRS. GARNETT are aboard the "Liberte" bound from New York to Europe.

•

HENRY CORNELIUS, director, arrived in New York Friday from London enroute to Hollywood.

•

OSCAR KANTOR, Warner Brothers representative in Baltimore, and MRS. KANTOR have left there for Hawaii.

•

DAVID MILLER, director, was in New York from London over the weekend before leaving for the Coast.

'This Is the Army' Earned $7,800,000

With the announcement last week that the score of Irving Berlin's "This Is the Army" would be turned over to the "God Bless America" Fund, Warner Brothers, producers of the motion picture "This Is the Army," pointed out that the picture had earned in excess of $7,800,000 for Army Emergency Relief. This sum constituted the profits on the film's production and distribution. In November, 1944, Harry M. Warner, president of the film company, gave to Gen. George C. Marshall, then Chief of Staff of the U. S. Army, the seventh million dollar earned for Army Emergency Relief by the motion picture. The profits represented more than 65 million paid admissions in more than 12,000 U. S. theatres, with exhibitors cooperating in turning over the earnings from the picture to Army Relief.

The picture rights to "This Is the Army" went to Warner Brothers as a result of Jack L. Warner's bid of a $250,000 advance. Until then the stage show had raised about $2,000,000 for Army Relief. The company heads, Harry M., Jack L. and Albert Warner, arranged to turn over all profits from the production and distribution of the picture to Army Emergency Relief.

Goldstein Interests Elect Directors

HARTFORD, June 1.—Robert E. Emerson, senior vice-president of the Springfield Safe Deposit and Trust Co., has been elected a director of Nathan E. Goldstein, Inc., real estate and theatre corporation, headed by Nathan E. Goldstein.

Ernest E. Goldstein, of Washington, D. C., has been elected a director replacing his brother, Davis, who is going to Europe. Reelected were Nathan E. Goldstein, president-treasurer, and Ralph W. Cole, vice-president and clerk.

Nathan E. Goldstein is former president of Western Mass. Theatres, Inc.

Weissberg Dies; Was Amer. Display Head

Funeral services will be held at Riverside Memorial Chapel here today at 11:45 A.M. for Leo Weissberg, general manager of American Display Co., who died after an emergency operation Monday night.

Weissberg, who was born in Cleveland 61 years ago, had been with National Screen Service, the parent company, for 20 years.

Jacques Dicharry, 68

NEW ORLEANS, June 1.—Weekend funeral rites were held here for Jacques Adelard Dicharry, local theatre owner, who died Thursday. Dicharry, who was 68, was president of Jadel Theatres.

Mrs. Berle Dies

Funeral services will be held here today for Mrs. Sandra Berle, mother of Milton Berle, who died Monday night.

To Set Arbitration Meeting 'Shortly'

A subsequent meeting of the drafting committee for arbitration will be set up shortly as the tentative meeting planned for today has been put off, mainly due to the New York City exhibitors' campaign against the proposed five per cent levy on theatre admissions.

In a few days, it was learned yesterday, a schedule of meetings of the eight-man distribution-exhibition drafting committee will be determined. The committee has to report to the full committee representing exhibition and distribution within 60 days of its progress in formulating an arbitration system for the industry.

Evelove to Represent National Magazine

HOLLYWOOD, June 1.—Alex Evelove's public relations firm will represent "Winsdom," new national monthly picture magazine, Leon Gutterman, editor and publisher announced. Evelove, former publicity director for Warners, will coordinate press and public relations for the magazine, including operation of a special trade and general information bureau.

Goldwyn Unit Booked

Samuel Goldwyn's re-release package, "The Westerner," starring Gary Cooper, and "Dead End," starring Sylvia Sidney with Humphrey Bogart, will open at the Holiday Theatre here tomorrow. The Holiday engagement represents the first New York playdate under Goldwyn's recently announced state rights distribution plan.

Masterson Mass June 8

A First Anniversary Mass for the late Very Rev. Msgr. Patrick J. Masterson, former executive secretary of the National Legion of Decency, will be celebrated in the Lady Chapel of St. Patrick's Cathedral on Tuesday at 9 A.M.

Mrs. Mulligan, 67

Mrs. Helen Boston Mulligan, 67, wife of William J. Mulligan, chief electrician at the Capitol Theatre here, died suddenly on Monday of a heart attack at her home. Burial will be at the Gate of Heaven Cemetery at Mt. Kisco, N. Y. tomorrow.

Universal Dividend

The board of directors of Universal Pictures at a meeting here yesterday, declared a quarterly dividend of 25 cents per share on the common stock, payable on June 25, to stockholders of record on June 11.

Decca Dividend

Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 17½ cents per share on the company's capital stock payable on June 30 to stockholders of record on June 21.

Universal, Decca Records Dividend Eligibility Outlined

Decca Records, Inc., announced yesterday, in connection with its current offer to exchange 2¼ shares of Decca capital stock for each share of Universal Pictures' common stock, that Universal stock tendered on or before June 11, the record date for Universal's 25 cent quarterly dividend declared yesterday, will be treated as if received immediately after that date—unless otherwise specified—thus making the owners eligible for the Universal dividend.

The owners will also be entitled to receive the Decca dividend of 17½ cents a share, likewise declared yesterday, if they retain the Decca stock they receive until the close of business on June 21, the Decca record date. The Universal dividend is payable on June 25, the Decca dividend on June 30.

During 1953, Decca paid dividends totaling 70 cents a share. Universal's dividends in that year (including an extra) aggregated $1.25 per share on its common stock.

The exchange offer expires on June 30. Decca presently owns 66.2 per cent of Universal's outstanding common stock.

Bernsteins Here on TV Film Project

Sidney Bernstein, chairman of the board of Granada Theatres in England, and his brother Cecil are in New York from London, primarily for discussions of plans for production and world-wide distribution of films for television.

Through his Trans-Atlantic Pictures Corp. Bernstein will shortly commence production of a series of TV films to be made in England but which will have American as well as British talent. Bernstein, who is associated with Alfred Hitchcock in Transatlantic Pictures, has already approved a number of stories and ideas for the series.

While here, the two will survey current developments in color television in addition to conferring with TV interests on their production and distribution plans.

'Unconquered' Bow Set

"The Unconquered," film dramatization of the life of Helen Keller, will have its world premiere at the Guild Theatre here on June 15. All proceeds from the first-night showing will be turned over to the American Foundation for the Blind and the American Foundation for Overseas Blind. Helen Hayes is chairman of the world premiere committee.

Joins Transfilm

Albert Boyars has been appointed director of public relations by Transfilm, Inc., producers of films for business, industry and TV. Boyars formerly was with Robert S. Taplinger Associates and the Greater New York Fund.

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Reelect MPEA Officers and Directors

The board of directors of the Motion Picture Export Association, at its annual meeting yesterday reelected all incumbent officers.

Reelected were Eric Johnston, president; Ralph Hetzel, Kenneth Clark and G. Griffith Johnson, vice-presidents; Sidney Schreiber, secretary; F. W. DuVall, treasurer; Herbert J. Erlanger, assistant secretary-treasurer; and Frank J. Alford, assistant treasurer.

At the annual meeting of the stockholder members of the export association which preceded the board meeting, all of the present directors were reelected.

These include the following directors-at-large: Eric Johnston, Barney Balaban, Samuel S. Broidy, Jack Cohn, James R. Grainger, Arthur B. Krim, Milton R. Rackmil, Nicholas M. Schenck, Samuel Schneider, Spyros P. Skouras and Douglas T. Yates.

Representative directors reelected were: Richard W. Altschuler, Republic; Walter E. Branson, RKO; Wolfe Cohen, Warner Bros.; Louis Lober, United Artists; George Muchnic, Loew's; Norton V. Ritchey, Allied Artists; Felix M. Sommer, Universal International; Emanuel D. Silverstone, 20th Century-Fox; J. William Piper, Paramount; and Bernard E. Zeeman, Columbia.

British ABC Circuit Orders Perspecta

LONDON, June 1.—The large ABC circuit here has announced that it will equip "a number" of its theatres with Perspecta sound. The circuit already has equipped with or placed orders for 160 CinemaScope screens.

Costs for installation of the equipment here, revealed recently by Charles Goldsmith, M-G-M assistant managing director, are dependent on the size of the theatre. For a 1,500 to 2,000-seater it will be about £2,200 ($6,160). If the theatre has an up-to-date single channel installation it need add only two new ones and that would bring the price down to £1,800 ($5,040).

Theatres already equipped for magnetic sound are easily convertible by the addition of the Perspecta integrator which costs £350 to £400 ($980 to $1,120), Goldsmith added. M-G-M here recommends the John L. Stableford screen, which costs about 10 shillings per square foot.

'Hans' Release Set for June 9

Samuel Goldwyn's "Hans Christian Andersen," erroneously reported here as a re-release, will open June 9 at the Paramount Theatre in Portland, Ore., in its first general release playdate. The picture has played in pre-release situations.

Tax Decision Seen Today

(Continued from page 1)

building, two bands of musicians contributed music and sound trucks played "There's No Business Like Show Business." At one point of the hearing, all doors were ordered closed when the music began as a speaker took the rostrum.

A spokesman for local exhibitors said he felt the committee would probably not act on the measure at once. It would, he said, probably set a special committee session to decide whether or not to pass the bill on to the City Council after all speakers have been heard from.

Murphy Sees 'Odd Bedfellows'

Actor George Murphy, past president of the Screen Actors Guild, summarized the arguments of local exhibitors and union leaders after the hearing had entered its eighth hour before the Finance Committee. Murphy cited what he called a union of "odd bedfellows," management and labor, joining together in the fight against a measure which the industry "could not stand." In the most dramatic speech of the day, Murphy pleaded with the Councilmen to search their minds and consciences before deciding on the bill.

In closing, Murphy asked the committee to think how they could keep the local industry in New York City, rather than how to drive it out. "You need them here," Murphy concluded. He received an ovation when he finished his talk. Before Murphy left, chairman Cunningham agreed that the theatre, both motion picture and legitimate, was essential to New York City.

Brandt in One-Hour Talk

Harry Brandt, president of the Independent Theatre Owners Association of New York, opened the hearing with a speech which lasted well over an hour. He said if the tax is passed, it would be "murder" for local exhibitors. He called the measure, if passed, a "death sentence" by the New York City administration. If the bill does become law, Brandt said, "the fight will continue." He said he would, if necessary, take the fight to Albany.

Brandt disclosed that, as of Saturday night, 625,664 signatures had been received on anti-tax petitions circulated to houses in the five boroughs. "A conservative estimate," Brandt said, would place the total figure to date at over 850,000. This figure, according to Brandt, is based on collections made over the past weekend.

Before he concluded, Brandt named theatres which he said had closed in each councilman's district throughout the city. Councilman Quinn of Queens asked Brandt if the closings would increase if the tax goes through. Brandt replied, "Yes."

The exhibitor said that 26 New York Congressmen had voted for the reduction of the Federal admissions tax last spring. "It would be a direct slap in the face" to impose a city tax now after the Federal levy had been cut, he said.

Coyne Discusses Finance

Robert Coyne, special counsel to the Council of Motion Picture Organizations, urged the committee to investigate the financial status of local exhibition more carefully before deciding on the tax law. He said the exhibitors' books are open to investigation.

"Our case is on the level," Coyne said. He invited the closest scrutiny possible by all city officials. Coyne said that, theatre by theatre, film distributors, Hollywood, "all phases of the industry," have been on the "down grade" in recent years. "But the industry need not be in the future," Coyne added. "We want a chance to help ourselves," he said.

Twenty-four unions, representing 175,000 film industry employees, were represented at the hearing. Richard F. Walsh, IATSE president, warned the committee: "What happens in New York City will happen all over the country."

Walsh Pleads for Aid

"If you keep the tax off," he said, "we can pay our taxes." Walsh asked the councilmen to "recognize the fact that we need help. We all work here to make a living," he said, "don't drive us out with this tax." Walsh cited admission-free television and radio shows as one answer to the problem.

Herman Gelber, president of Local 306, IATSE, joined with Walsh in condemning the tax. "Over 500 projectionists alone lost jobs in the past four years," he said, "and another 500 are doomed."

In addition to motion picture exhibitors and union executives, representatives of New York's three major league baseball teams, merchants associations and civic groups spoke against the amusement tax.

SPG Names Lasky to Direct Membership

HOLLYWOOD, June 1.—Arthur Freed, president of the Screen Producers Guild, today disclosed the appointment of Jesse L. Lasky as chairman of the membership committee for a one-year term, succeeding William H. Wright.

S. L. Oakley, Texas Leader, Dead at 49

BEAUMONT, Tex., June 1.—S. L. Oakley, 49, prominent motion picture executive and former resident of Dallas, died at his home here, following a lingering illness.

Oakley was vice-president and general manager of Jefferson Amusement Co. and vice-president and general manager of East Texas Theatres, Inc.

He was associated with these companies 27 years, starting his career with Jefferson Amusement Co., April 27, 1927 as a theatre manager in Beaumont.

Justman Not Selling M. P. Center Studio

HOLLYWOOD, June 1.—Following widespread, miscellaneous published reports that the Motion Picture Center studio would be sold to another studio or to a syndicate, MPC president Joseph Justman today issued a formal statement saying that all negotiations to that end have been called off and "MPC will continue under the same management as before."

Completed in 1946 on the Hollywood site originally occupied by the Metro studio, the plant has been operated steadily as a rental studio, for television film producers, principally.

No Operator, So 'Salt' Fails To Premiere

CHICAGO, June 1. — "Salt of the Earth," film alleged to be Communist-inspired, failed to open as scheduled at the Cinema Annex here Friday night when no projectionist appeared to show the picture for the assembled first night audience. The patrons' money was refunded following speeches from the theatre's stage by Mandel Terman, owner; Juan Chacon, one of the actors in the production, and Herbert Biberman, who directed the picture and is here to supervise its distribution.

The film's original premiere here, scheduled to have taken place at the Hyde Park Theatre on May 14, also was cancelled when the theatre's management asked to be excused from the contract, which led to the filing of a breach of contract suit by I. P. C., distributors of the picture.

Other interests in the controversy are Edward Clamage, chairman of the anti-subversive committee of the American Legion, department of Illinois, who last week sent a letter to Police Commissioner Timothy O'Connor asking that the film's license be revoked; and the American Civil Liberties Union, which is lending its assistance in an attempt to have the film shown here.

Clamage has asserted that the picture appears to be "100 per cent Communist" from the director, producer, and writer to the Cinema Annex itself, which has been the target of many editorials in the "Garfieldian," a community newspaper which has accused the management of following the Communist line.

Clamage said if the theatre was filled during performances of the picture it would be as a result of special block ticket sales at reduced prices to "subversive" organizations, and that it would be abetted by the "Daily Worker" and the "National Guardian."

Five-City Opening For 'Silver Lode'

"Silver Lode" will have its first showing in five cities beginning June 23, it was announced yesterday by Charles Boasberg, RKO's general sales manager.

The Technicolor western drama will open at the Keith Theatre, Syracuse; Orpheum, St. Paul; Missouri, Kansas City; Orpheum, Denver; and Orpheum, Minneapolis.

On June 30, the RKO release goes into the Grand Theatre, Columbus, O., and on July 15 it begins a run at the Grand Theatre in Cincinnati.

Crafts' Weekly Wage In April, $117.54

HOLLYWOOD, June 1. — Craft union workers in studios averaged $117.54 weekly earnings in April, State Department Industrial Relations' monthly report revealed, compared with $119.17 in March. April work week averaged 39.4 hours, in March it was 40.7.

"LEO's IN THERE PITCHING!"

The Busiest Studio in Hollywood is M-G-M! Here's an "On-The-Scene" Report for the exhibitors of America!



The Eyes of the Industry are on M-G-M!

Day and night at the World's Largest Studio, ceaseless activity on every set, the greatest in years, sends a thrill of optimism throughout the land! The confidence of the Friendly Company in motion picture business, represented by multi-millions of dollars in production expenditure, tells America that the screen is headed for a new era of popularity and prosperity. M-G-M, The Leader, points the way with Big Attractions, current, coming and in production!

"SEVEN BRIDES FOR SEVEN BROTHERS"
(CinemaScope — Color)

Wherever you go in Hollywood you'll hear about this amazing CinemaScope musical, the freshest idea, the fastest-paced entertainment in years. Seven lusty mountain brothers abduct seven lovely village girls; they are marooned when an avalanche of snow shuts them off from the outside world. By the time Spring comes, they don't want to be rescued! It's The Love-Making Musical, in Blushing Color, the gayest bundle of song, dance and saucy humor that audiences have seen in years. Jane Powell, Howard Keel and a screenful of uninhibited young talents will pack your theatre with joy and customers!

"BEAU BRUMMELL" *(Color)*

Previewed last week at the Paradise Theatre in Hollywood, this picture takes its place with the masterpieces of M-G-M showmanship history! A spellbound audience breathlessly followed the absorbing drama of the handsome adventurer who rose from obscurity to fame, envied by men, adored by women, handsome, reckless, proud. He loved and was loved by one he could not have. So it was with his fascinating life, told in magnificent Color against the spectacular backgrounds of his era in this fabulous attraction filmed by M-G-M in the original locales abroad. Stewart Granger creates an Academy-Award challenging role; Elizabeth Taylor is seductively exquisite; Peter Ustinov as the weak, sensation-seeking Prince is even more stunning than he was as Nero in "Quo Vadis." Write it down: "BEAU BRUMMELL" will make screen history!

"VALLEY OF THE KINGS" *(Color)*

It couldn't have been better timed! The newspapers and magazines will talk for months about the new discovery of ancient treasure at a pyramid in Egypt. You'll see it happen in M-G-M's attraction in which the exciting Color backgrounds of Egypt merge with a pulse-pounding love story of a research expedition to yield a big-time attraction. M-G-M is first to make a Hollywood-produced film in the mysterious land of the Nile. To the fabulous land of the Pharaohs M-G-M brought a whole company to film the story of the man who helps a girl unearth the secrets of an ancient tomb only to find she has a husband who is a villian and that both their lives are in mortal danger! Robert Taylor, Eleanor Parker, Carlos Thompson head a cast of hundreds.

"BRIGADOON"
(CinemaScope — Color)

In the course of its notable production of screen musicals, M-G-M has brought many famed Broadway attractions to films, but none so gloriously as the celebrated, the enchanting, prize-winning musical stage hit "BRIGADOON," which it now offers to the world in magical CinemaScope. "If you love someone deeply enough, anything can happen—even a miracle" . . . this is the beautiful theme that pervades every brilliant, Color-splashed, spectacular number, every heart-stabbing love song, because truly this picture is dedicated to a deathless love. Rich in humor, action, romance, Big in eye-filling wonders, "BRIGADOON" is destined to rank with Academy-Award winner "American In Paris" as the ultimate in M-G-M musical triumphs. Starring are Gene Kelly, Van Johnson, Cyd Charisse with Elaine Stewart and hundreds in the cast.

"THE STUDENT PRINCE"
(CinemaScope—Color)

The echoes of the trade-shows of this joyous Color-glorious CinemaScope production are still heard on every Film Row and now the trade press shouts its praises. M-G-M has devoted every resource of its acknowledged musical production skill to this beloved Sigmund Romberg all-time operetta favorite. This story of the handsome Prince and the Barmaid at Old Heidelberg is the attraction to which the youth of America will flock. Such happiness, such soul-stirring love songs, such rapture of carefree student days! Pretty Ann Blyth is the Barmaid; Edmund Purdom, handsome young star, a new personality for the fans is the Prince. He kisses with his own lips but sings with the glorious voice of Mario Lanza. Not since Lanza's romantic voice thrilled the fans in "The Great Caruso" has such singing been heard on the screen. Prepare now for a major M-G-Musical attraction!

"BETRAYED"
(Color)

Once more the mighty production planning of M-G-M spans the ocean to create a pulsating screen drama rich with eye-filling, authentic scenes in stunning color. For the first time a Hollywood company of top stars combines the exquisite beauty of Holland, its richness of tradition, its dykes and storied settings, with a tale worthy of such an enterprise, a story of spies, suspense and supreme sacrifice. Clark Gable makes his first screen appearance since record-breaking "Mogambo" and the girl opposite him is seductive Lana Turner, an explosive combination, plus a third big name for marquee power, Victor Mature. Clark as a leader of the Intelligence, Lana as the beauty involved in high intrigue, Victor Mature as "The Scarf" a shadowy dare-devil of resistance. At cross-purposes in love and intrigue, each personality is etched crisply, appealingly, to make an attraction of high-voltage success.

AND MORE!

Take a trip around the humming M-G-M Studio. Here's what you'll see!

"DEEP IN MY HEART" *(Color)*

It glows with Big-name musical extravaganza brilliance. It's the story of Sigmund Romberg and out of it M-G-M creates a Big Show in lavish Color with a wealth of entertainment. Jose Ferrer rivals his "Moulin Rouge" performance. For each role an equally expert talent was chosen: Merle Oberon; Helen Traubel, famed opera star now a night-club sensation; Walter Pidgeon and others plus guest stars, each of whom does a great number: Cyd Charisse, Vic Damone, Howard Keel, Gene Kelly and his brother Fred; Tony Martin, Ann Miller, George Murphy, Jane Powell, Debbie Reynolds, Tamara Toumanova, Vera-Ellen, Esther Williams and more. Much of it is completed and every evidence points to one of the Biggest, if not *the* Biggest in the tradition of M-G-M's Ziegfeldian-type musicals.

"THE LAST TIME I SAW PARIS" *(Technicolor)*

This is the story of a dramatic love conflict between two sisters who love the same young man. Told against the background of the world's most romantic city, it packs an emotional punch to spellbind audiences everywhere. The cast: Elizabeth Taylor, Van Johnson, Academy Award Winner Donna Reed, Walter Pidgeon, Eva Gabor and others. Watching the cameras filming it is assurance of a powerful, romantic Technicolor attraction!

"THE GLASS SLIPPER" *(Color)*

Its filming is being noted nationwide because its producer, director and star are the same that gave the world "Lili" (*winner of the Oscar for music and now enjoying successful repeat bookings while continuing merrily in its 2nd year in New York!*) The footage seen thus far promises a more wonderful, more enchanting exquisite color entertainment than even its famed predecessor. Leslie Caron, Michael Wilding and the celebrated Ballets de Paris are just a few of the talent assets of the cast.

"GREEN FIRE" *(CinemaScope—Color)*

Another Big One in CinemaScope nearing completion at the studio after filming in South America. It is an adventure-packed love story of the search for an emerald mine. Stewart Granger, Grace Kelly, ever growing in popularity, and Paul Douglas journeyed to the danger-infested mountains of Colombia to enact the drama of lust for the most concentrated wealth of all—the emerald of Green Fire. Something to look forward to.

"ATHENA" *(Color)*

This riotous comedy brings a gay company of youthful talents to the screen in a blaze of Color, romance and fun. A young lawyer falls in love with the daughter of a faddist household and before she renounces astrology and carrot juices for the red-meat of romance, there's a harvest of comedy, songs and girl-boy appeal. The cast: Jane Powell, Edmund Purdom (*star of "The Student Prince"*), Debbie Reynolds, Vic Damone, Louis Calhern, Linda Christian. They deliver merchandise for the millions of America's young folks.

"JUPITER'S DARLING" *(CinemaScope—Color)*

To the never-ending good news at the busy M-G-M Studios add this Big attraction now being directed by the man who made "Show Boat" and "Annie Get Your Gun." Only CinemaScope could do it full justice. Bigness is inherent in its theme, mighty Hannibal and his fabulous legions about to attack Rome, diverted by the ruse of a beautiful girl. The elephant sequence, original and eye-filling, is just one of many visual excitements; its rich, new popular score of songs and the glories of its production pageantry make it an attraction of top magnitude. The cast of terrific talents are headed by Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders.

WATCH THE M-G-M STUDIOS! OPTIMISM IS ON THE MARCH! THIS IS JUST PART OF THE PRODUCTION AND PREPARATION PLANNING FOR A NEW AND GREATER ERA OF MOTION PICTURES!

—— * ——

P.S. SPEAKING OF OPTIMISM: The trade is joyous over the first return engagement of David O. Selznick's production "GONE WITH THE WIND" in Atlanta where it is topping all its previous successful appearances, even the very first, historic World Premiere! Get ready for GWTW!

Grosses

(Continued from page 1)

western grossed almost $25,000 over the weekend and is expected to reach $35,000 today for its first week gross. The Paramount film is expected to top $24,000 after its first week.

Paramount's "Elephant Walk," currently in its sixth week at the Astor Theatre, is expected to reach a mark of $17,500. The film played to 35,000 patrons over the weekend. "Knock on Wood" at the Capitol Theatre is expected to reach $33,000 in grosses for the week ending today.

"Gone With the Wind," a re-release from M-G-M at Loew's State, grossed $48,000 during the three-day holiday weekend and is expected to reach the $85,000 mark at the end of the week.

"Dial M for Murder," a Warner Brothers picture currently at the Paramount Theatre, grossed $37,000 for the four-day weekend theatre officials reported. They added that a $60,000 week is expected for the film.

Moulin to Produce 'I Am a Camera'

The John Van Drutin play, "I Am a Camera," will be made into a picture by Moulin Productions and Romulus Films, it was revealed here yesterday by Alfred Crown, president of Moulin Productions. He said that no deal has yet been closed for distribution.

Stars of the picture will probably be the actress who played in the English stage production, Dorothy Tutin, and Dirk Bogarde, the Moulin president stated.

Clarify 'Ecstacy' Rights

Following 15 years of international litigation, the Czech Government has established and acknowledged that the copyrights of the film "Ecstacy," starring Hedy Lamarr, belong to Gustav Machaty, who is author, producer, director and owner of the picture.

In 1952, the U. S. Supreme Court upheld the U. S. Court of Appeals in its decision that the copyrights of "Ecstacy" were in control of the original distributors, Electa Film, of Prague, which company is controlled by the Czech Government.

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Asides & Interludes

—by Al Steen

THE current transition to new techniques reminds us of those days when the industry was bridging the gap between silent and sound pictures—when jokes like this were very funny:

The theatre janitor rushes into the manager's office. "Boss," he says, "the electricians have made a horrible mistake. They've crossed the wires of the cooling system with the speakers. The blower fan is singing 'Sonny Boy' and the horn has blasted the screen into the second balcony."

* * *

But now we have jokes like this:
He: "I'd like to see you in 3-D."
She: "Do you mean I should be in pictures?"
He: "No, 3-D. That's the number of my apartment.

* * *

Or, 1920: Pola Negri.
1954: Pola-Lite and Polaroid

* * *

And as the after-dinner speaker says, that reminds us of a story. A drunk came out of a theatre where a three-dimensional picture was showing and insisted on paying another admission price. He swore he saw the picture in six dimensions.

* * *

Universal liked that story so much that it offered a bonus if we said that the picture was "Creature From the Black Lagoon." RKO offered the same deal if we said it was "The French Line." Sorry, but we can't mention titles in this department.

* * *

Of course, that first yarn concerned the days before air conditioning when the fans made almost as much noise as today's fans, who eat popcorn. But don't get us wrong. Many an exhibitor has booked a fortune-teller as an extra attraction and billed him under the name of "Popcorn" so that the theatre could show a prophet.

* * *

Irving Mack's house organ, "Inspiration," tells about a department store that advertises that with every set of dishes purchased, it will give away a motion picture theatre.

* * *

Limerick
A Mexican exhibitor named Horatio,
Had a theatre that was called the Palacio,
He used to be sane
But now he's inane,
A victim of aspect ratio.

* * *

At the arbitration meeting at the Hotel Astor last week, a group of exhibitors was standing around trying to identify each other. A young G.I. was standing nearby. The dialogue of the film men went something like this:

"Are you TOA?"
"No, I'm ITOA."
"Well, I belong to SCTOA."
"That's interesting. I'm RKO."
"Glad to know you. I'm AB-PT."
Somebody turned to the soldier and said, "Are you MMPTA?"
"No," said the soldier, "I'm AWOL."

* * *

An exhibitor out in Racine,
Desired to have a wide screen,
So he gave away glasses
To the lads and the lasses,

And the glasses had anamorphic lenses on them so that it looked as if the screen was wide but it wasn't, but what difference did it make as long as the picture looked fat instead of lean?

(Forget the rhythm—at least, it rhymes.)

40 Cinci. Dates Set For 'Sins of Rome'

Forty dates have been set for the Cincinnati area premiere on June 23 of RKO's "Sins of Rome," it was announced here yesterday by Charles Boasberg, general sales manager for RKO Radio. An extensive promotion and publicity campaign is being planned to saturate the area, he said.

The Italian-made film will open first at the Palace, Cincinnati; the Grand, Columbus; Colonial, Dayton; Palace, Huntington; Palace, Hamilton, O.; Grand, Steubenville; Fayette, Washington Court House, O., and Paramount, Ashland, Ky.

Additional theatres which will participate in the area play-off are the Majestic, Springfield; Palace, Cleveland; Palace, Akron; Ohio, Mansfield; Palace, Canton; Robbins, Warren; Morrison, Alliance; Cruise In Drive-In, Miamisburg, O.; Town Hall, Lebanon; Wayne, Greenville, and Colonial, Middletown.

Seattle Orpheum to Road Show Policy

SEATTLE, June 1.—The 2,000-seat Orpheum Theatre here, operated by Hamrick Theatres, will become a road show house during the summer months. No pictures will be shown until next fall. Several road show attractions have been booked.

Ontario

(Continued from page 1)

dependent exhibitors. Arch H. Jolley of the MPTAO is the secretary.

The personnel of the committee is as follows:

MPTA of Ontario—Lionel Lester, chairman; R. W. Bolstad or Morris Stein for Famous Players Canadian Corp.; C. R. B. Salmon or David Griesdorf, alternate for Odeon Theatres of Canada, and H. C. D. Main, W. A. Summerville, Angus Jewell and J. D. McCulloch.

Allied Theatres—Ben Freedman, chairman; M. Rittenberg, Joseph Stein, Al Daniels, William Freedman, Fred Fink and Ben Schachar.

British Minister

(Continued from page 1)

most tremendous developments in the television field. Television stations will be set up all over the world; in many places where the number of local artists is very strictly limited, and, therefore, they will have to exist on 'canned' programs or not transmit at all. I believe we are seeing the beginnings of a tremendous market which has to be supplied by somebody, either by ourselves or by the Americans. We want that somebody to be us."

"If we do not adopt too restrictionist an attitude here at home, and do not try to protect British films because they are British films, I believe any fears they may have about the loss of a home market will be swept away in the opportunities that there will be for sending their products abroad. I see no reason why this country cannot become the Hollywood of the television world. I think there are enormous potentialities here," he told the House.

Several Closings in Illinois Small Towns

CHICAGO, June 1.—Advent of the annual spring box-office slump has caused a group of theatre closings in small towns throughout Illinois, some permanent and some for the summer. Those closing permanently are the Tazewell, Washington, owned by the Bailey Enterprises; Abe Werbner's Princess, Lewistown; the Glassford, Glassford, and the Tampico, Tampico, which is being shuttered by owner A. Tonkinson because of poor health.

Frank Stewart has closed his Rivoli, Danville, for the summer, and the Wilton, Wilmington, has been bought from the Anderson circuit by James Butcher, who also operates the Mar in Wilmington and is considering reopening the Wilton and closing the Mar.

Park Theatre Dark In Reading Dispute

READING, Pa., June 1. — The Park Theatre closed its doors here after 27 years of operation. A dispute with the Reading Projectionist Union, which had been in the process of negotiation since last October, was given as the reason for the closing.

This reduces the number of motion picture houses in the city of 110,568 to five.

The theatre, which seats 1,553, recently underwent a $17,000 conversion for 3-D, CinemaScope and stereophonic sound equipment. Jay Emanuel, owner, said the projectionists received 20 per cent of the gross and the payroll was 43 per cent of the gross.

Paramount Has Flexible Policy

(Continued from page 1)

in its motion picture preferences." He emphasized that now, "each picture must stand on its own merits. As a result, Paramount does not plan a specific number of pictures nor does it have a predetermined over-all budget during a given fiscal period."

Points to Diversified Interests

Reviewing company progress in terms of new product, current earnings and important new technical developments, Balaban declared: "Paramount now finds itself with a healthy motion picture business and diversified interests in a number of new and growing areas."

In discussing the prospects for color television, Balaban referred to what he called confusion in the public mind concerning the size of the color television picture, the cost of the set and when sets would be available at reasonable prices. He stated that "the notion that color television pictures are limited to 12½-inch or 15-inch picture tubes is completely erroneous." He called these tubes as absolete as the ten-inch tube in black and white. Balaban said that "21-inch and 24-inch chromatrons, the 'Lawrence' color television tube developed by Chromatic Television Laboratories, Inc., are now sufficiently developed to provide the popular-sized larger pictures to which the public is accustomed, in high quality color."

Sees 21-Inch Color TV Near

The Paramount president then stated that the prices presently being quoted for color TV receivers have no relationship to the mass product in prospect for the very near future. "We believe," he said, "that before the next year is over 21-inch color sets will be selling for around $500."

Balaban then revealed that International Telemeter Corp., an affiliate of Paramount Pictures, has made important scientific contributions in the development of "electronic memory" devices. He announced that Telemeter has research contracts with the Office of Naval Research, with the Lincoln Laboratory, operated by the Massachusetts Institute of Technology under Air Force contract, and a supply contract with the Rand Corporation, the agency doing research for the Air Force.

Further Balaban announced that negotiations are now being concluded for additional contracts with Argonne National Laboratory of the Atomic Energy Commission and the Ballistic Research Laboratory at Aberdeen.

As for Telemeter's "pay-as-you-see" television operations, Balaban said the experiments conducted at Palm Springs, Calif., during the past winter "clearly established the technical proficiency of the system and the willingness of the public to pay for quality television entertainment in their homes." He reported that the Palm Springs programs were suspended on May 15 at the end of the Palm Springs resort season, and will be resumed on October 15.

Balaban was strongly optimistic about VistaVision, Paramount's new system of photographing and projecting motion pictures. He cited the highly enthusiastic response to the demonstration at Radio City Music Hall in New York, in Washington, Toronto, Atlanta and Dallas, and said plans are now being made for demonstrations in other cities and in South America, Europe and the Far East.

"These demonstrations have convinced us—and, we believe, exhibitors as well, that an exciting new process is now available which will provide pictures of spectacular brilliance and scope, emphasizing values on the motion picture theatre screens that the public can get nowhere else."

Looks Forward to '55

Balaban predicted that the full impact of VistaVision will be felt next year as more of Paramount's pictures and those of other companies are made in this process and offered to the public.

The Paramount president was deeply gratified by the company's schedule of forthcoming product. He said: "I have no hesitation in stating that our 1954 releases will include at least as many outstanding pictures as we had in 1953—a year that I characterized in the annual report as having 'added prestige to the Paramount trademark.'"

Balaban explained further that "during the second half of this year, we shall be delivering a greater concentration of out standing pictures and potential box-office hits than ever before in the history of our company."

In this connection he listed "Knock On Wood," starring Danny Kaye and Mai Zetterling; Hal Wallis' "About Mrs. Leslie," starring Academy Award winner Shirley Booth and Robert Ryan; Alfred Hitchcock's "Rear Window," with James Stewart, Grace Kelly and Thelma Ritter; "Sabrina," with the combination of four Academy Award winners: Audrey Hepburn, William Holden and Humphrey Bogart as its stars under the direction of Billy Wilder; "Living It Up," starring Dean Martin and Jerry Lewis; "The Bridges of Toko-Ri," taken from James Michener's Life magazine novel, and starring William Holden, Grace Kelly and Fredric March, produced by Perlberg-Seaton, and "White Christmas," super-musical and Paramount's first picture in VistaVision, starring Bing Crosby, Danny Kaye, Vera-Ellen and Rosemary Clooney.

Enthusiasm for All Media

The wide diversity of interests of Paramount were cited by Balaban who noted that all of these—color television, Telemeter, and the DuMont Television Laboratories—had their origin in some phase of the amusement business.

He was optimistic about their prospects as mediums of entertainment and expressed the view that Paramount's interest in these mediums represented a sound policy.

"The opportunities ahead are challenging," Mr. Balaban said. "We hope to be equal to them."

The Paramount Pictures board of directors, Balaban, Y. Frank Freeman, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Austin C. Keough, Earl I. McClintock, Maurice Newton, Raibourn, Edwin L. Weisl, George Weltner and Adolph Zukor, was reelected by the stockholders. The inspectors reported that of 2,207,508 stock certificates outstanding, 3,907 personally voted and 1,711,780 were represented by proxies at the meeting.

The stockholders also voted to allow the management to eliminate 125,600 shares of common stock which cost $3,193,807. This money will be used for working capital.

The board of directors will meet tomorrow to elect and reelect officers and to discuss other business.

ANSWERS 'HOLDERS QUERIES

Clarification of Paramount's position in regard to various aspects of the business were made by president Barney Balaban in a question-and-answer period yesterday following the agenda of the stockholders' meeting. Highlights of this session were as follows:

Q. What plans has Paramount for showing films on television?

A. Paramount hasn't any plans for entering the television film market as a producer or selling any of its films for TV showings. At present, the TV market does not offer enough compensation for us.

Q. Has box-office attendance increased?

A. Television is now referred to as another piece of furniture in the house. While figures are unavailable, attendance at theatres has improved since television has reached its leveling off period and the industry has overcome its obstacle.

Q. Why doesn't Paul Raibourn own stock in the company?

A. That is a personal matter which concerns Mr. Raibourn. In my opinion, the amount of stock which an officer of the company has does not enhance his ability to perform his duties.

Q. How many women own stock in Paramount Pictures and why isn't a woman on the board of directors?

A. There is no record kept of stock which women own in Paramount. If a shareholder desires to have a woman on the board of directors, nominate one on the ballot.

Q. What does Paramount think about the development of electronic recordings of motion pictures?

A. We are taking no active interest in it, but Paul Raibourn and Loren Ryder are watching its progress.

Paramount Officials Will Model Shirts

In a "Knock on Wood" promotional tieup with the Van Heusen Shirt Co., Paramount has "loaned out" six of its executives as shirt models for advertisements in national magazines during June. Appearing in the advertisements will be A. W. Schwalberg, president of Paramount Film Distributing Corp.; E. K. (Ted) O'Shea, vice-president; Jerry Pickman, vice-president; Hugh Owen, Eastern and Southern division manager; Sid Blumenstock, assistant national director of advertising-publicity, and Burt Champion, publicity manager.

AB-PT

(Continued from page 1)

ready for distribution, will also be offered to other exhibitors."

On the strength of an AB-PT guarantee of playdates for pictures, the independent producer may seek additional financing from a bank, he said.

"AB-PT will not become a producer of films," the theatre executive stated. This statement by Goldenson disclaims any previous reports that AB-PT, after serious consideration, will enter the producing ranks if the product shortage is not alleviated within one year.

The plan of financing independent producers and supplying playdates has been studied for some time, it is understood. Goldenson is leaving for Europe shortly to attempt to have additional product, produced in England, Italy and Germany, made available for U. S. distribution. It is expected that Goldenson will meet with J. Arthur Rank and officials of the UFA studios in Germany to urge foreign film producers to utilize American writing and directorial talent and make films which will be acceptable in the United States market.

New Firm Building Conn. Drive-in

HARTFORD, June 1.—Construction of a 600-car drive-in theatre has been started at South Windsor, Conn., by the newly-formed South Windsor Realty Corp. July 1 opening is planned.

Officers of the new venture include Abraham Bronstein, Hartford, president; Pasquale DiFazio, New Britain, vice-president; Earl Shattuck, East Hartford, secretary; Attorney Bernard E. Francis, West Hartford, treasurer; and Israel Bregman, Hartford, assistant treasurer. The screen will measure 102 feet wide and 70 feet high, with car capacity to be increased to 973 by Spring, 1955.

Project will be known as the East Hartford Family Drive-In Theatre.

Ana-Ta-Han's New Title

"The Devil's Pitchfork" is the new title that has been assigned to the Josef von Sternberg Japanese production by the film's American distributor, Arias Pictures. The new name replaces "Ana-Ta-Han" because the original title caused difficulty in pronunciation, according to Arias.

Sir Philip Warter Here

Sir Philip Warter, chairman of Associated British Picture Corp., has arrived here from London for conferences with Warner Bros. officials, associates of his company.

SUMMER TIME IS CIRCUS TIME

CECIL B.

GREATES

ON E



ACADEMY AWARD WINNER

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Paramount Pictures

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available. Now is the time to date it an

schools closed, millions of youngsters a

choice in summer entertainment. Book



AND IT'S PAY-OFF TIME WITH...

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ARTH

Color by
TECHNICOLOR



the greatest boxoffice show on earth is

campaign it for July and August. With

d their families will make it their first

it to repeat its never-equalled grosses!



'U' Production in Upswing; 14 Pictures In Various Stages

HOLLYWOOD, June 1.—Launching a new production upswing, Universal-International has started shooting two more pictures to give the studio a total of 14 in various stages of production, scoring and editing.

First of the new films to hit the starting line is "Five Bridges To Cross," which has commenced production in Boston with Tony Curtis, Julia Adams and George Nader in the top roles and Joseph Pevney directing for Producer Aaron Rosenberg.

Other new starter is "Smoke Signal," Technicolor production which has started on location on the Colorado River with Dana Andrews and Piper Laurie co-starred and Jerry Hopper directing for Producer Howard Christie.

'Destry' Now Shooting

Third picture currently shooting is "Destry," Technicolor western starring Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson and Thomas Mitchell. George Marshall is directing and Stanley Rubin producing.

Of the 11 U-I productions in various stages of editing, eight are in Technicolor and two also are in CinemaScope. The latter two are "The Black Shield Of Falworth," starring Tony Curtis, Janet Leigh, David Farrar, Barbara Rush and Herbert Marshall, and "Sign Of the Pagan," starring Jeff Chandler, Jack Palance, Ludmilla Tcherina and Rita Gam.

Others now in the cutting rooms are "Four Guns To the Border," Technicolor western starring Rory Calhoun; "So This Is Paris," Technicolor musical starring Tony Curtis and Gloria De Haven; "This Island Earth," in Technicolor and starring Jeff Morrow; "Ricochet Romance," starring Marjorie Main and Chill Wills; "Bengal Rifles," Technicolor, starring Rock Hudson and Arlene Dahl; "Dawn at Socorro," Technicolor film starring Rory Calhoun and Piper Laurie; "Naked Alibi," starring Sterling Hayden and Gloria Grahame; "Francis Joins the WACS," starring Donald O'Connor, Julia Adams, Chill Wills and Mamie Van Doren, and "The Yellow Mountain," Technicolor production starring Lex Barker, Mala Powers and Howard Duff.

53 Ontario Houses Prepare for 'Scope

TORONTO, June 1.—Some 53 theatres in Ontario are being prepared for CinemaScope projection.

Represented in the total are seven suburban Toronto theatres of the Famous Players, Canadian circuit, which will have complete stereophonic sound. Odeon Theatres are going ahead with installations in its 25 Ontario situations.

Twinex Century Theatres are readying 17 situations for CinemaScope, while Ottawa Valley Amusement Co. also is equipping four indoor theatres with single-track magnetic sound.

Blame Reissues

CLEVELAND, June 1. — Subsequent run exhibitors and those in the surrounding area claim that patronage is lower currently than it was this time last year. Blame is placed largely on the number of reissues now in release to swell the decrease in new product, according to the exhibitors.

European Business 'Great,' Says Nathan

"Business is great" in Europe, John Nathan, Paramount's Continental European manager, said here yesterday. Nathan is in New York on an annual visit and expects to return to his post in a week.

Wide screens and allied equipment have been well accepted by European exhibitors, declared Nathan. Installation of these new media is "progressing normally", he added.

The current product shortage in the United States is not being felt in Europe, Nathan said. He attributes this to two things: import restrictions and an increasing number of European productions.

Paramount's biggest seller in recent months has been "Roman Holiday" which is in its 17th week in Stockholm and grossing well in other locations, according to Nathan.

B.C. Drive-ins Use Free Gas 'Gimmicks'

VANCOUVER, B. C., June 1.—Competition among drive-in theatres has become so keen that one exhibitor is featuring a "buck-a-carload" system on a twice-per-week-basis and another is offering free gasoline to the first 100 cars.

Weather conditions have not been cooperating with the drive-in operators. Most of them have been forced to push back their opening date because of snow storms, cold rain and winds, and temperatures below freezing.

The 1,000-car Paramount Drive-in is scheduled to be the first outdoor theatre in Canada to show CinemaScope sometime this month with "Beneath the 12-Mile Reef".

Famous Players circuit is planning to install VistaVision in most of its B. C. theatres as soon as the units are ready.

Barnett to Speak

WASHINGTON, June 1. — Herbert Barnett, executive vice-president of Cinerama and president of the Society of Motion Picture and Television Engineers, will address the annual luncheon of the Motion Picture and Television Council of the District of Columbia on June 24, council president Virginia Rollwage Colliers has announced.

Receiver for British Lion

(*Continued from page* 1)

tinuation of important distribution and studio facilities afforded by British Lion.

The intention is to organize a new company later, absorbing British Lion's distribution function and with the share capital of the new organization held entirely by NFFC.

The government thus becomes the controller of the country's third largest distribution organization. The Shepperton studios' future is uncertain for the time being. A subsidiary of British Lion, it is likely that it will be sold. In any event, the new company will not embark on production on its own. Its activities will be limited to giving distribution guarantees to approved independent projects, with NFFC presumably finding the end money.

British Lion's dramatic collapse is a sorry blow to the country's production prestige but the fact is the company was insolvent at the time of NFFC's creation. The company's ordinary shares of one shilling par value were quoted yesterday at around threepence. The NFFC report shows a net loss of £1,190,340 for 1953 which, with the accumulated deficiency brought forward makes a total deficiency during the past five years of £2,600,495.

Altec Division Ends Engineers Meeting

A series of meetings called by C. S. Perkins, manager of Altec Service's northeastern division, has ended at the company's New York division headquarters. The meetings, presided over by Perkins and Fred Hall, New York branch manager, were attended by all Altec territory engineers and field representatives for discussions dealing with procedures attendant upon a heavy schedule of Perspecta sound installations.

In addition to Perkins and Hall, those in attendance were Altec field representatives S. N. Trent, F. A. Brown, H. Lateltin, and field engineers J. McGinley, P. Capone, M. Kenely, L. Davies, H. Neuberger, H. Neill, and J. Silberstein.

Following the discussion of Perspecta, Marty Wolf, assistant general sales manager of Altec Service, presided at a brief meeting dealing with features of the Altec stereophonic service contract available for exhibitors.

The Altec Service northeastern division office in New York has moved to new and enlarged quarters.

New Pa. Censor

HARRISBURG, Pa., June 1.—Mrs. Jewel M. Frank, of Pittsburgh, has been appointed a member of the Pennsylvania Board of Censors, it has been announced by the Governor's office. Mrs. Frank, who will serve at an annual salary of $5,000, succeeds John C. Fischer, of Sharon, whose term expired.

Seven Films Start; 25 in Production At Coast Studios

HOLLYWOOD, June 1. — The weekend witnessed the American industry photographing 25 pictures, following the start of seven and completion of six others during the preceding seven days.

Begun: "Killer Leopard" (AA); "$1,000 Bill," Telecrafts Prod. (Ind.); "Little Red Monkey," Anglo-Guild-Tony Owen Prod. (Ind.); "Many Rivers to Cross," CinemaScope, Eastman (M-G-M); "Five Bridges to Cross," and "Smoke Signal," Technicolor (U.-I.); "East of Eden," CinemaScope; WarnerColor (Warner).

Ended: "Jungle Gents" (AA); "Moon Men" (Col.); "Crashout," Palo-Alto (Ind.); "Thunder Pass," W. F. Broidy (Lippert); "Shield for Murder," Schenck - Koch (U.A.); "Vera Cruz," Hecht-Lancaster, SuperScope, Technicolor (U.A.).

16 Area Debuts for 'The Long Wait'

United Artists' "The Long Wait," film version of Mickey Spillane's mystery story, which is currently in the third week of its world premiere engagement at the Woods Theatre in Chicago, has been set for 16 new territorial openings during the month of June, it was announced today by William J. Heineman, vice president in charge of distribution for UA.

Regional sendoffs will be held at the Palace, Milwaukee, June 2; Loew's State, Memphis, June 5; Town, Baltimore, June 9; Loew's Richmond, June 12; Loew's State, Houston and the Orpheum and State, Boston, June 17; Loew's Poli, Bridgeport; Loew's State, Norfolk and the Warner, Worcester, June 19; the Majestic, Dallas; Aztec, San Antonio and the Hollywood, Fort Worth, June 24; Loew's State, Syracuse and Loew's, Rochester, June 25, and Loew's State, New Orleans, June 26.

First Wisc. Drive-In With Wide Screen

MILWAUKEE, June 1. — The Bluemound Drive-in Theatre here on last Friday became the first drive-in in Wisconsin to open with a wide screen when manager Dick Grede unveiled the new 103 x 48 job that he had installed in front of the old screen. SuperScope Lenses and the Twinight Screen Surface are on order but no plans have been made for Stereophonic sound.

Canadian Meeting Is Held By Popcorn Association

TORONTO, June 1.—Practical discussions on confectionery sales and equipment in theatres came to the fore at the third annual Canadian regional conference of the International Popcorn Association at a one-day gathering of executives in the King Edward Hotel here.

The program was under the direction of J. J. Fitzgibbons, Jr., president of the International Association, and Sydney Spiegel, also Toronto, who has served as chairman of the IPA Canadian division. The former is head of Theatre Confections, Ltd., subsidiary of Famous Players Canadian Corp., and Spiegel holds the post of general manager of Super Pufft Popcorn, Ltd.

Prominent in the convention proceedings was Thomas J. Sullivan of Chicago, executive vice-president of the International Association, and the speakers included:

Kenneth H. Wells, Theatre Confections Ltd.; Irving Singer, Rex Specialty Bag Corp., Brooklyn; R. E. Murray, Procter & Gamble, Toronto; George Panter, Sudbury, Ont., Arena; Thomas F. Moran, Odeon Theatres (Canada); James V. Blevins, Blevins Popcorn Co., Nashville, Tenn.; Clifford Oates, Toronto; Robert L. Mann, Krispy Kist Korn Machine Co., Chicago.

The functions consisted of a luncheon by courtesy of the Coca-Cola Co. of Canada and a cocktail party under the auspices of the Pepsi-Cola Co. of Canada.

National Pre-Selling

"DEMETRIUS AND THE GLADIATORS" is advertised in an action-filled two-page color spread in "Look's" current issue. The cover girl on the issue is Hollywood's "busiest actress," Grace Kelly. She is starred in "Dial M for Murder," "The Bridges of Toko-Ri," "The Country Girl" and "Rear Window." Miss Kelly has arisen so rapidly in Hollywood, reports Look's motion picture editor, because "she has a quality of maturity that flatters middle-aged stars who usually shy away from too-young leading ladies, and an inner warmth and aura of sex that suggest the early Ingrid Bergman."

•

The inside front cover of "Woman's Home Companion's" June issue has an attractive full color ad that plugs M-G-M's "Valley of the Kings" and spotlights the picture's star, Eleanor Parker. Incidentally, Eleanor Parker used Lustre-Creme Shampoo and the ad publicizes that fact.

•

"Hell Below Zero," reports Ed Miller in the June issue of "Seventeen," "is a rousing adventure story of murder and mayhem aboard a whaler sailing thorough the desolate wastes of the Antarctic. Alan Ladd and Joan Tetzel are agreeably entertaining as hero and heroine, and the incidental scenes of life on a seagoing factory prove to be this melodrama's saving grace."

•

"Carnival Story," "Them" and "Pickwick Papers" are among the pictures reviewed by Florence Somers in the June issue of "Redbook."

•

"The Egyptian" was prominently mentioned in last Sunday's "American Weekly" in an article by Elsa Maxwell. Gene Tierney, starring in "The Egyptian," was the main character in Elsa Maxwell's interesting yarn.

•

A striking ad on "Demetrius and the Gladiators" appears in the current issue of "Life." It is displayed on a two-page spread in color. William Holden is the cover man on the issue and designated by "Life" as "The Top Star of '54." Also in the issue there is an article on male stars and the top budget pictures in which they will appear. Among these films are "Vera Cruz," "The Caine Mutiny," "The Garden of Evil," "Magnificent Obsession" and "Suddenly."

•

Peggy Bell, beauty editor of "McCall's" interviewed Greer Garson, star of M-G-M's "Her Twelve Men," for the June issue. The star said, "Beauty is a state of mind." A photo of Greer Garson in full color wearing a bathing suit illustrates the article. It will be the first time that Miss Garson has appeared on the screen so attired.

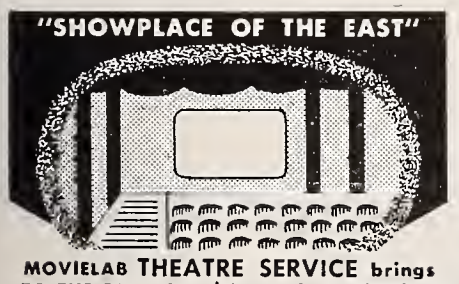
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A Kapralik caricature in full color based on "The Caine Mutiny" will appear on the front cover of "Pictorial Review's" June 27 issue.

•

Sigmund Romberg's familiar and beloved operetta "about the prince and the innkeeper's niece in old Heidelberg is as industructible as romance itself," reports "American Magazine." "In M-G-M's new CinemaScope version of "The Student Prince" the girls are prettier, the students handsomer, and the songs gayer than ever," it asserts.

WALTER HAAS



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Review

"Barefoot Battalion"

(Peter Boudoures-Leon Brandt)

LIMITED audiences are indicated for this import despite an interesting story, picturesque locales and its semi-documentary presentation. The dialogue is in Greek and English sub-titles are provided. It apparently was shot on a small budget by Peter Boudoures on location in Athens and Salonika with a single 1922 Bell & Howell camera. However, this fact is not obvious in the film. Cameraman Mixalis Gaziadis did a remarkable job of capturing the charm and beauty of the Greek countryside and blending it into the story.

Only two professional actors appear in the film. Scenes depicting the Salonika market place were taken with a hidden camera and reflect the naturalness of people going about their daily chores. The original story and screenplay were written by Nico Katsiotes from actual occurrences.

The Barefoot Battalion is a group of children orphaned by the Nazi conquest of their country who united to defy and harrass the enemy during the occupation. They specialized in plundering food from their conquerors and distributing it to their starving countrymen. In the course of their activities they filch a shipment of oil which a black market operator was to deliver to the Germans. He discovers the thieves but can not convince the commandant that mere children have perpetrated the crime. His attempt to locate the headquarters of the battalion quickens the pace of the picture and provides its climax. The children who play the members of the group in the film were for the most part recruited from orphanages and some of them were actually members of the real Barefoot Battalion. The director was Gregg Tallas.

Running time, 89 minutes. General classification. Release, in June.

F. S.

Kalver to COMPO Poll Unit for Allied

Roy Kalver of Decatur, Ind., president of Indiana Allied Theatre Owners, will represent national Allied on the committee named by Council of Motion Picture Organizations for the preparation of plans for a national audience poll to select the best picture of the month, season and year.

Announcement of Kalver's appointment was made by Robert W. Coyne, COMPO special counsel. Coyne explained that personal affairs will make it impossible for Kalver to attend the committee's first meeting at the Hotel Astor here June 5 and 6 and that William A. Carroll of the Indiana Allied office will act as substitute.

6 Percentage Suits Filed in Portland

PORTLAND, Ore., June 1. — Six percentage actions were filed in the Federal Court here against Carlie S. McNeil. Paramount, Loew's, 20th Century - Fox, Warner Brothers, United Artists and Universal each filed a separate action involving the Plaza Theatre in Portland.

The Portland firm of Maguire, Shields, Morrison & Bailey represents the distributors with Sargoy & Stein, of counsel.

'Hansel' Exploitation To Terry Turner

Terry Turner of General Teleradio has been engaged by Michael Myerberg Productions as director of exploitation, television and radio promotion for Myerberg's "Hansel and Gretel."

Turner, who will remain on the staff of General Teleradio, formerly was exploitation director of RKO Radio Pictures.

Paramount Gulf and Tenarken Circuits Now Consolidated

NEW ORLEANS, June 1. — Consolidation of the operations of Tenarken Paramount Theatres, Inc., with Paramount Gulf Theatres, Inc., of New Orleans was announced here by Henry G. Plitt, vice-president in charge of operations for the latter.

"Jack Katz, general manager of Tenarken, has resigned," said Plitt, "but the present operating personnel of the Tenarken group will remain unchanged, with Alex Thompson as district manager at Memphis."

Tenarken theatres are located in six cities covering Tennessee, Arkansas and Kentucky.

Paramount Gulf operates in 21 cities in the five-state area of Louisiana, Mississippi, Alabama, Texas and Florida, with the 3,100-seat Saenger, New Orleans, its flagship. Both companies are subsidiaries of American Broadcasting-Paramount Theatres.

Bialek to Operate Bridgeport House

HARTFORD, June 1. — Norman Bialek, partner of Leonard Sampson and Robert Spodick in the Sampson & Spodick Theatres at Norwalk and Westport, Conn., is taking over active operation of the Sampson-Spodick first-run Art Cinema, Bridgeport.

Sampson and Spodick will maintain their interests in the Bridgeport theatre as well as the Crown and Lincoln, New Haven.

WHAT'S ALL THE EXCITEMENT ABOUT PERSPECTA STEREOPHONIC SOUND?

A FRANK DISCUSSION OF THE FACTS!

Q. Is Perspecta Stereophonic Sound really here?

A. It sure is! M-G-M, Paramount and Warners are releasing all future productions with Perspecta Sound. Other studios are following.

Q. Will it be the industry standard for years to come?

A. Yes, it will—because, from the producers' viewpoint, it's the *compatible* system—yet offers exhibitors the finest stereophonic sound at the lowest installation and operating cost.

Q. How soon should theatre owners install it?

A. The sooner, the better. All Loew's theatres are being equipped now and hundreds of others here and abroad have ordered! Be first in *your* community. Order now!

Q. How many Fairchild Perspecta Integrators does a theatre need?

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Q. Where do I go to find out more?

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CinemaScope

Color by Deluxe • In the Wonder of 4-TRACK HIGH-FIDELITY
MAGNETIC DIRECTIONAL-STEREOPHONIC SOUND



starring CLIFTON WEBB • DOROTHY McGUIRE • JEAN PETERS • LOUIS JOURDAN • MAGGIE McNAMARA
ROSSANO BRAZZI • Produced by SOL C. SIEGEL • Directed by JEAN NEGULESCO • Screen play by JOHN PATRICK

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 106 NEW YORK, U.S.A., THURSDAY, JUNE 3, 1954 TEN CENTS

Delay Vote on N.Y.C. Tax Until Today; Bill Amended

To Reveal Progress

'Scope Report To Be Shown In Key Cities

Demonstration for Trade And Press Being Readied

Plans are nearing completion to hold a series of trade and press demonstrations shortly of a filmed progress report on CinemaScope and stereophonic sound in every exchange city in the United States and Canada, 20th Century-Fox announced.

Home office sales executives and division and branch managers currently are setting an exhibition blueprint for the subject to facilitate showings before the largest industry and press audience in the shortest possible time.

Current plans call for theatre showings in all domestic and Canadian exchange cities. Demonstrations will be arranged so as to rotate five prints

(*Continued on page 8*)

C'Scope Equipment Orders Up in U.K.

LONDON, June 2. — A definite swing over to CinemaScope is in process here following Spyros Skouras' lifting of the stereophonic sound condition. Equipment makers are reportedly surprised by the sudden upsurge and their factories currently are bogged down with orders; 20th-Fox officials now talk of a total of 500 CinemaScope installations here before the end of this year.

During his recent visit here Skouras saw the first cut of "White Heron," the CinemaScope version of the Queen's recent Empire tour. He is expected to make a decision on the release of the picture in America soon. Indications are it will be an important

(*Continued on page 8*)

Smith Will Return To Make 4 for MGM

Pete Smith, who retired following 30 years of service with M-G-M, has agreed to return to that company's studios to make four additional "Pete Smith Specialties" for 1954-55 release. The titles will be "Global Quiz," "Historical Oddities," "Animals in Action" and "The Fall Guy."

Joe Anson, who scripted many of the former Smith subjects, will serve in that capacity on the forthcoming quartet. Start of production will depend upon when scripts are ready.

Johnston to Confer On New Pact in Rome

Eric Johnston, president of the Motion Picture Association of America, will stop off in Rome to confer on the status of the Italian film pact enroute to Cairo on a mission for President Eisenhower.

Johnston is scheduled to leave on his Presidential assignment next Thursday but will spend several days in Rome before continuing on to Cairo. The MPAA president will confer with representatives of Syria, Lebanon, Jordan, Egypt and Israel on the United States' proposal for the unified development of the Jordan River Valley.

Aperture 0.715x0.839 For 'Scope: MPRC

HOLLYWOOD, June 2.—William F. Kelley, executive secretary of the Motion Picture Research Council, today dispatched to principal exhibitor organizations the MPRC-approved dimensions for the single standard aperture size for CinemaScope projection, together with the reasons for selecting these dimensions after protracted experiments.

MPRC recommends 0.715 inch in height and 0.839 inch in width.

Among the reasons advanced for these dimensions are: the best quality is obtained by utilizing the greatest negative and positive film areas avail-

(*Continued on page 8*)

Exemption to 50 Cents Proposed; Some Opposition Looms Among Councilmen; Finance Committee in Closed Session

By FRANCIS BACKILMAN

New York City's exhibitors yesterday gained more time in their battle to prevent imposition of the proposed city five per cent amusement tax. The City Council Finance Committee, after discussing the tax for an hour behind closed doors, decided to deliberate for another day. Yesterday's scheduled City Council open hearing, which was expected to bring a vote on the measure, was pushed back to 2:30 today. A special meeting will be held tomorrow by the Board of Estimate, which must approve the measure before it is presented to the Mayor for a public hearing.

The delay came over a proposed amendment to the tax law. If adopted, it would grant an exemption on film admissions up to 50 cents. Harry Brandt, president of the Independent Theatre Owners Association, is pressing for an exemption on all admissions up to $1.

Because it now contains an amendment, the tax bill must receive at least a two-thirds vote before it can pass the Finance Committee. Concurrently, opposition to the five per cent tax

(*Continued on page 7*)

Brewer Names Slate Of I.A. Candidates To Oppose Walsh

HOLLYWOOD, June 2.—Roy M. Brewer, declaring "I am completely satisfied that I am assured support of one of the finest slates a candidate could ask for," today named the following who will oppose IATSE president Richard F. Walsh and other incumbents in the Aug. 9th election:

For general secretary-treasurer, James V. Sipe, Pittsburgh Projectionists Local 171; for first vice-president, Jerry Galvin, Boston, Stage Employees Local 11; for four vice-presidents, and with four more, including one from a Hollywood studio local, to be named: George Raywood, Miami; George Barrett, Kansas City; Roy Ruben, Detroit, and Russel Moss, New York.

Brewer, who said he will wind up his duties as executive assistant to Allied Artists president Steve Broidy in two weeks to give his full time to his campaign, told the press today

(*Continued on page 8*)

'Demetrius and Gladiators'

(20th Century-Fox)
(CinemaScope)

"DEMETRIUS and the Gladiators," 20th Century-Fox's CinemaScope followup to the tremendously popular "The Robe," should be equally successful. While it may not have the same amount of impact on an audience as "The Robe." that film being the first in CinemaScope and stereophonic sound to be offered to the public, "Demetrius" is a new story complete with dramatic intensity and plenty of action throughout its 101 minutes.

Produced by top film craftsmen who utilized the panoramic sweep, power, grandeur and vividness of CinemaScope on authentic mountings, enhanced with an appropriate musical score by Alfred Newman, this film is an outstanding entertainment vehicle which has warmth, intimacy and understanding.

As a spectacle, it will make its weight felt at the box-office. It has a talented cast headed by Victor Mature as Demetrius, Susan Hayward

(*Continued on page 7*)

City Cuts Estimate Of 5% Tax Yield

In a surprising development in local exhibition's fight against the proposed five per cent admission tax here, the City Council Finance Committee yesterday reversed itself when it said it now expects to receive only "four to five and one half million dollars" in revenue from film theatres alone, if the tax is passed.

Up to yesterday, the city administration, basing its argument on City Budget Director Abraham Beame's figures, said it expected to get $9,000,000 in taxes from film houses in the city.

Committee chairman Edward Cunningham (D., Bronx), said spokesmen for exhibition had been mistaken in assuming the $9,000,000 figure had been proposed by the city administration.

The amusement tax would raise some $17,000,000 a year from all city entertainment sources. A payroll tax of one-quarter of one per cent would raise $30,000,000 a year.

Personal Mention

LEO McCAREY, producer-director-writer, is visiting New York from Hollywood.

•

KEVIN JOSEPH FITZGIBBONS, son of JOHN J. FITZGIBBONS, president of Famous Players Canadian, was married at the Church of Notre Dame de Bonsecours, Montebello, Que., to ELIZABETH McEVENUE of Toronto.

•

R. L. BOSTICK, vice-president of National Theatre Supply, with headquarters in Memphis, has been named a Kentucky colonel by Gov. Lawrence W. Wetherby of that state.

•

GRACE MOLINARI, secretary to DENNIS SHEA, circulation manager of Quigley Publications, will be married on Sunday to JAMES SPANO at Immaculate Conception Church in the Bronx.

•

R. W. BOLSTAD, vice-president of Famous Players Canadian Corp., has been elected president of the Citizens' Research Institute of Canada.

•

MARTY WOLF, Altec Service Corp. assistant general sales manager, has left here for a trip through the Carolinas.

•

ROBERT LIPPERT, president of Lippert Pictures, will leave here Saturday for London via B.O.A.C. Monarch.

•

BOB RAPPAPORT who, with his father, operates the Hippodrome, Town and Little theatres, Baltimore, has returned there from Europe.

•

CESAR ROMERO, HENRY BRANDON, ERNEST BORGNINE and CHARLES HORVATH have returned to Hollywood from Mexico City.

•

WILLIAM E. OSBORNE, assistant export manager of Allied Artists International Corp., has returned to New York from the Far East.

•

ABE KRAMER, of Associated Circuit, Cleveland, has returned there with MRS. KRAMER from Miami.

•

ED STEVENS, president of Stevens Pictures, Atlanta, has returned there from New York.

•

ARCHIE WELTMAN, of Loew's legal department, has returned to New York from Miami.

•

ART LEAZENBY, JR., publicist, is in New York from Detroit.

•

HENRY HATHAWAY, director, arrived here yesterday from Paris.

•

BELLA DARVI will arrive in New York from Paris today.

•

JAY ROBINSON will arrive in New York Wednesday from Hollywood.

•

MARCELLO GIROSI, producer, will arrive here from Italy tomorrow.

•

STEVE COCHRAN has left New York by plane for the Coast.

Two Promotions in FPC Divisions

TORONTO, June 2.—On the rumor list for the past month, but now officially announced, are two important promotions in the organization of Famous Players Canadian Corp., due to resignations.

Robert S. Roddick, district manager at Halifax, N. S., has retired, effective July 1, to be succeeded by James McDonough, who has been at the Tivoli Theatre, Hamilton, for eight years. Roddick, who was manager of the Capitol Theatre, London, Ont., before going to the Halifax post, is a member of the Famous Players 25-Year Club, having joined the company in 1924.

Zorn Going to California

The other resignation is that of Edward A. Zorn, Western district supervisor at Winnipeg, who is moving to California to live. Zorn, who came to Famous Players from the United States, is to be succeeded by John Ferguson, who has been in charge of purchasing, engineering and maintenance at the Winnipeg office. Ferguson has been with Famous Players since 1945 when he replaced Victor Armand of Winnipeg, who died in a plane crash in the Pacific Ocean.

McDonough has been in the theatre business for 24 years, serving as manager of theatres in Ontario. No word is immediately forthcoming as to his successor at the Hamilton Tivoli. Ferguson will serve under Robert J. Eves, Western division manager since the recent death of Larry I. Berg.

Chicago Trade Sees Paramount's VV

CHICAGO, June 2.—Paramount's VistaVision demonstration at the Chicago Theatre this morning opened with introductory and explanatory addresses by Y. Frank Freeman, vice-president in charge of Paramount studios, and Dr. Charles R. Daily, Paramount technical expert who worked on the development of this new medium.

Then the 4,000 theatremen and members of the press were shown two films, the first a technical description of VistaVision and the second a group of scenes from the initial three VistaVision productions—Irving Berlin's "White Christmas," Hal Wallis' "Three Ring Circus" and "Strategic Air Command" with Jimmy Stewart and June Allyson.

New Ornstein Book

William Ornstein, Loew's trade press contact, is the author of a second volume of short stories, "Deep Currents," published recently by The Story Book Press, Dallas. His first book, "Ma and Me," also a collection of his short stories, is now in its second printing.

Md. Censors Move

BALTIMORE, June 2.—The Maryland State Board of Motion Picture Censors has moved to its new location atop the Lexington Market Building in downtown Baltimore The new address officially is 212 N. Eutaw St., Baltimore 1, Md.

Special Show for Two Love Birds

DETROIT, June 2. — Romantic - and - exploitation - minded Dave Idzal, manager of the Fox Theatre here, gave a special midnight show in his 5,000-seat house for just two patrons. The gimmick was this: A young Detroit ex-sailor, John Krukowski, tossed a coin in the Fountain of Trevi when he was in Rome and made a wish that he'd meet THE girl when he got home. Oh yes, it should be mentioned that the midnight feature was "Three Coins in the Fountain" and that Krukowski was there with THE girl.

Mexico Reds Asking Film Nationalization

MEXICO CITY, June 2.—Immediate nationalization of the picture trade, along with the mining, electric power and telephone industries, as a sure means of solving Mexico's economic problems by keeping here "the billions of pesos" it avers they send abroad, is demanded by the more than a little Communistic People's Party. This nationalization, the Party contends, would correct Mexico's unfavorable foreign trade balance which was a factor in the recent devaluation of the peso to eight cents.

This demand is not taken seriously by the trade, which points out that the Government asserts that it has no desire to go into the picture business but merely to help it with regulation. The trade also points to the Government's reiteration that it has no intention of nationalizing or expropriating in any way the mining industry, Mexico's top business. These nationalization moves began last fall with the demand that such treatment be accorded mining.

Simon Joins Buffalo Sales Staff of UA

BUFFALO, June 2.—Mike Simon, until recently Paramount branch manager in Detroit and former Paramount manager here, has been named to United Artists sales staff here by manager Stanley Kositsky. Simon will cover the Albany territory.

Degree to Skouras

Spyros P. Skouras, president of 20th Century-Fox, yesterday was awarded an honorary degree of Doctor of Humane Letters from New York Medical College, Flower-Fifth Avenue Hospital, at its 96th annual commencement ceremonies. Exercises were held at the Academy of Medicine auditorium, Fifth Avenue and 103rd Street.

Islas Named Manager

MEXICO CITY, June 2.—Alfonso Pulido Islas was appointed by the National Cinematographic Board as manager of Cinex, the official company that distributes Mexican pictures abroad.

Prizes Contributed For Golf Tournament Of the Cinema Lodge

More than 30 film industry and allied companies and individuals have already contributed prizes to be awarded at the third annual film industry golf tournament being sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Mills Country Club next Thursday, it was announced yesterday by Martin Levine, chairman of the tournament which is designed to bring representatives of the industry of all faiths together for a day of fun.

German a Large Donor

William German, Inc., has contributed the prizes to be awarded to each foursome winner while National Screen Service has contributed the prizes for the foursome runners-up. Other donors include National Theatre Supply, American Seating Co., Grossingers, Film Daily, Boxoffice, Quigley Publications, the Exhibitor, Coca Cola, Allied Artists, Sydney Weil, United Artists, Altec Service Co., Interboro Circuit, Prudential Circuit, Republic Pictures, I.F.E., Favorite Films, Columbia Pictures, Donahue and Coe, Apco Photos, Apeda Studios, Phil Solomon, Milton Salzberg, Amplex Co., Robert Goldfarb, Motion Picture Ad Service, George Waldman, Buchanan and Co., A.B.C. Vending Co., Armmo Air Conditioning Co., David Kaye and Poleron Products.

See Hillside Appeal For Fall Hearing

Briefs in the appeal of Hillside Amusement Co. from the dismissal of its case against Warner Brothers theatres in New Jersey and major distributors will be filed in about 30 days and it is believed that the Circuit Court of Appeals will hear the case on the fall calendar.

The plaintiffs, operating the Mayfair Theatre, Hillside, N. J., charged that film rentals for the house were higher than those charged for the Warner Brothers theatres on comparable pictures.

Major Thompson in New Office Here

Major Leslie E. Thompson, for many years in charge of labor relations for RKO Theatres until going on a consultative basis recently, has opened his own office in the Capitol Theatre Building here from which he will handle industrial relations accounts.

New Farnol Accounts

Lynn Farnol, veteran industry advertising-publicity executive and for the past several years head of his own public relations organization, is expanding into non-industry fields. The Associated Fur Manufacturers has retained the Farnol firm to handle a three- to five-year public relations and consumer information program starting next week. Farnol also has been retained by Ohrbach's department store.

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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
March 28	LOOPHOLE Barry Sullivan Dorothy Malone Mary Beth Hughes D—80 min. (5414) (Rev. 2/19/54)	(March Releases) IT SHOULD HAPPEN TO YOU Judy Holliday Peter Lawford Jack Lemmon C—87 min. (Rev. 1/15/54) BATTLE OF ROGUE RIVER (Color) George Montgomery Richard Oenning Martha Hyer D—71 min. (Rev. 3/1/54) BAIT Cleo Moore Hugo Haas John Agar D—79 min. (Rev. 2/17/54) (3-D) JESSE JAMES VS. THE DALTONS (Color) Brett King Barbara Lawrence W—65 min. (Rev. 2/4/54)	FANGS OF THE WILD Charles Chaplin, Jr. Onslow Stevens Margia Dean D—(5311)—74 min. (Rev. 3/12/54) HEAT WAVE Alex Nicol Hillary Brooks D— (5310)	GYPSY COLT (Color) Oonna Corcoran Ward Bond Frances Dee D—72 min. (Rev. 1/28/54) RHAPSOOY (Color) Elizabeth Taylor Vittorio Gassman John Ericson D—115 min. (Rev. 2/16/54)	(March Releases) RED GARTERS (Color-Stereophonic Sound) Rosemary Clooney Jack Carson Guy Mitchell Pat Crowley MC—91 min. (Rev. 2/1/54) THE NAKED JUNGLE (Color) Eleanor Parker Charlton Heston D—95 min. (Rev. 2/15/54)	GERALDINE John Carroll Mala Powers MC—90 min. (5302) THE UNTAMED HEIRESS Judy Canova Oon Barry George Cleveland C—70 min. (Rev. 4/22/54)	(3-D) SON OF SINBAD (Color) Oale Robertson Sally Forrest Lili St. Cyr D THE SAINT'S GIRL FRIOAY Louis Hayward Naomi Chance D—68 min. (Rev. 3/17/54)	(March Releases) NIGHT PEOPLE (CinemaScope—Color) Gregory Peck Broderick Crawford Anita Bjork Rita Gam D—93 min. (Rev. 3/12/54) NEW FACES (CinemaScope—Color) Ronny Graham Eartha Kitt Robert Clary M—98 min. (Rev. 2/19/54) RACING BLOOD (Color) Bill Williams Jean Porter Jimmy Boyd D—76 min. (Rev. 3/19/54)	(March Releases) BEAT THE DEVIL Humphrey Bogart Jennifer Jones Gina Lollobrigida D—92 min. (Rev. 3/4/54) ACT OF LOVE Kirk Douglas Dany Robin D—108 min. (Rev. 12/18/53) THE GOLDEN MASK Van Heflin Wanda Hendrix D—88 min. (Rev. 3/11/54) THE SCARLET SPEAR (Color) Martha Hyer John Bentley D—78 min. (Rev. 3/12/54)	(March Releases) SASKATCHEWAN (Color) Alan Ladd Shelley Winters D—87 min. (Rev. 2/24/54) RIOE CLEAR OF DIABLO (Color) Audie Murphy Dan Duryea Susan Cabot Abbe Lane WD—80 min. (Rev. 2/4/54) (3-D) CREATURE FROM THE BLACK LAGOON Richard Carlson Julia Adams D—79 min. (Rev. 2/9/54)	RIOING SHOTGUN (Color) Randolph Scott Wayne Morris Joan Weldon W-75 min. (Rev. 3/4/54)
Apr. 4	PRIDE OF THE BLUE GRASS (Color) Lloyd Bridges Vera Miles D—71 min. (Rev. 2/19/54)										
Apr. 11	THE DESPERADO Wayne Morris W—(5426)		HEAT WAVE Alex Nicol Hillary Brooks D— (5310)	RHAPSOOY (Color) Elizabeth Taylor Vittorio Gassman John Ericson D—115 min. (Rev. 2/16/54)							LUCKY ME (CinemaScope-Color) Doris Day Robert Cummings Phil Silvers M—109 min. (Rev. 4/9/54))
Apr. 18											
April 25	ARROW IN THE DUST (Color) Sterling Hayden Coleen Gray Keith Larsen D—80 min. (Rev. 4/19/54)	(April Releases) DRIVE A CROOKED ROAD Mickey Rooney Dianne Foster D—82 min. (Rev. 3/17/51) THE IRON GLOVE (Color) Robert Stack Ursula Thiess Richard Stapley D—77 min (Rev. 3/25/51)		EXECUTIVE SUITE All Star Cast D—106 min. (Rev. 2/23/51)	(April Releases) CASANOVA'S BIG NIGHT (Color) Bob Hope Joan Fontaine Basil Rathbone Audrey Oalton C—86 min. (Rev. 3/1/54)			(April Releases PRINCE VALIANT (CinemaScope-Color) James Mason Janet Leigh Robert Wagner Oebra Paget D—105 min. (Rev. 4/2/54) THE ROCKET MAN George Winslow Charles Coburn Spring Byington D—79 min. (Rev. 4/28/54) THE SIEGE AT RED RIVER (Color) Van Johnson Joanne Dru W—81 min. (Rev. 3/19/54)	(April Releases) SOUTHWEST PASSAGE (Color) Rod Cameron Joanne Dru W—82 min. (Rev. 4/9/54)) HEIDI Elsbeth Sigmund D—98 min. (Rev. 12/24/53) THE LONE GUN (Color) George Montgomery Oorothy Malone W—78 min. (Rev. 4/6/54) (Re-Release) CHAMPION Kirk Douglas Arthur Kennedy Ruth Roman Marilyn Maxwell D—99 min. (Rev. 3/4/49) (Re-Release) HOME OF THE BRAVE James Edwards Frank Lovejoy Steve Brodie D—88 min. (Rev. 4/29/49)	(April Releases) MA AND PA KETTLE AT HOME Marjorie Main Percy Kilbride C—81 min. (Rev. 3/11/54) YANKEE PASHA (Color) Jeff Chandler Rhonda Fleming D—84 min. (Rev. 3/12/54) RAILS INTO LARAMIE (Color) John Payne Mari Blanchard Dan Duryea WD—81 min. Rev. 3/19/54	(Re-Release) A GIRL FOR JOE (Formerly "Force of Arms") William Holden Nancy Olson Frank Lovejoy D—100 min. (Rev. 8/14/51)
May 2		(April Releases) DRIVE A CROOKED ROAD Mickey Rooney Dianne Foster D—82 min. (Rev. 3/17/51) THE IRON GLOVE (Color) Robert Stack Ursula Thiess Richard Stapley D—77 min (Rev. 3/25/51)		(April Releases) CASANOVA'S BIG NIGHT (Color) Bob Hope Joan Fontaine Basil Rathbone Audrey Oalton C—86 min. (Rev. 3/1/54)		SUSAN SLEPT HERE (Color) Oick Powell Debbie Reynolds Anne Francis C—				(Re-Release) GUY WITH A GRIN (Formerly "No Time for Comedy") James Stewart Rosalind Russell C-93 min. (Rev. 9/9/40)
May 9	THE FORTY NINERS Bill Elliott (5424)—71 min. (Rev. 4/29/54)		MONSTER FROM BENEATH THE SEA Anne Kimbell Stuart Wade D—(5328)	FLAME AND THE FLESH (Color) Lana Turner Pier Angeli Carlos Thompson D—104 min. (Rev. 4/30/54)		JUBILEE TRAIL (Color) Vera Ralston Joan Leslie John Russell Forrest Tucker D—103 min. (Rev. 1/18/54)					(3-D) OIAL M FOR MURDER (Color) Ray Milland Grace Kelly Robert Cummings D—105 min. (Rev. 4/27/54)
May 16		(May Releases) THE MIAMI STORY Barry Sullivan Luther Adler Adele Jergens D—75 min. (Rev. 3/31/54) MASSACRE CANYON Phil Carey Audrey Totter D—66 min. (Rev. 4/9/54) (3-D) THE MAD MAGICIAN Vincent Price Mary Murphy Eva Gabor D-72 min. (Rev. 3/29/54)	THE COWBOY (Color) Special Cast W—69 min. (5308)						(May Releases) THE LONG WAIT Anthony Quinn Charles Coburn Gene Evans Peggie Castle D—90 min. (Rev. 4/28/54) WITNESS TO MUROER Barbara Stanwyck George Sanders Gary Merrill D—83 min. (Rev. 4/15/54) THE YELLOW TOMAHAWK (Color) Rory Calhoun Peggie Castle W— CAPTAIN KIDD AND THE SLAVE GIRL (Color) Anthony Dexter Eva Gabor D—		
May 23			RIVER BEAT Phyllis Kirk John Bentley D—	THE STUDENT PRINCE (Color) Ann Blyth Edmund Purdom MD—	(May Releases) CALLING SCOTLAND YARD Six Mystery Featurettes Paul Douglas (Storyteller) Each 27 min.			(May Releases) RIVER OF NO RETURN (CinemaScope-Color) Marilyn Monroe Robert Mitchum WD—91 min. (Rev. 4/23/54) (2-O and 3-D) GORILLA AT LARGE (Color) Cameron Mitchell Anne Bancroft D—84 min. (Rev. 4/30/54)		(May Releases) FIREMAN, SAVE MY CHILD Spike Jones Buddy Hackett Hugh O'Brien C—80 min. (Rev. 4/26/54) PLAYGIRL Shelley Winters Barry Sullivan Coleen Miller Richard Long D—85 min. (Rev. 4/19/54)	
May 30			TERROR SHIP William Lundigan D— (5330)			HELL'S HALF ACRE Wendell Corey Evelyn Keyes Elsa Lanchester D—91 min. (Rev. 2/5/54)					
June 6	BOWERY BOYS MEET THE MONSTERS Bowery Boys C—65 min. (5419)		THE BIG CHASE Lon Chaney Glenn Langan Adele Jergens D (5327)	MEN OF THE FIGHTING LAOY (Color) Van Johnson Walter Pidgeon Louis Calhern D—80 min. (Rev. 5/10/54)							

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

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JOHN HUSTON

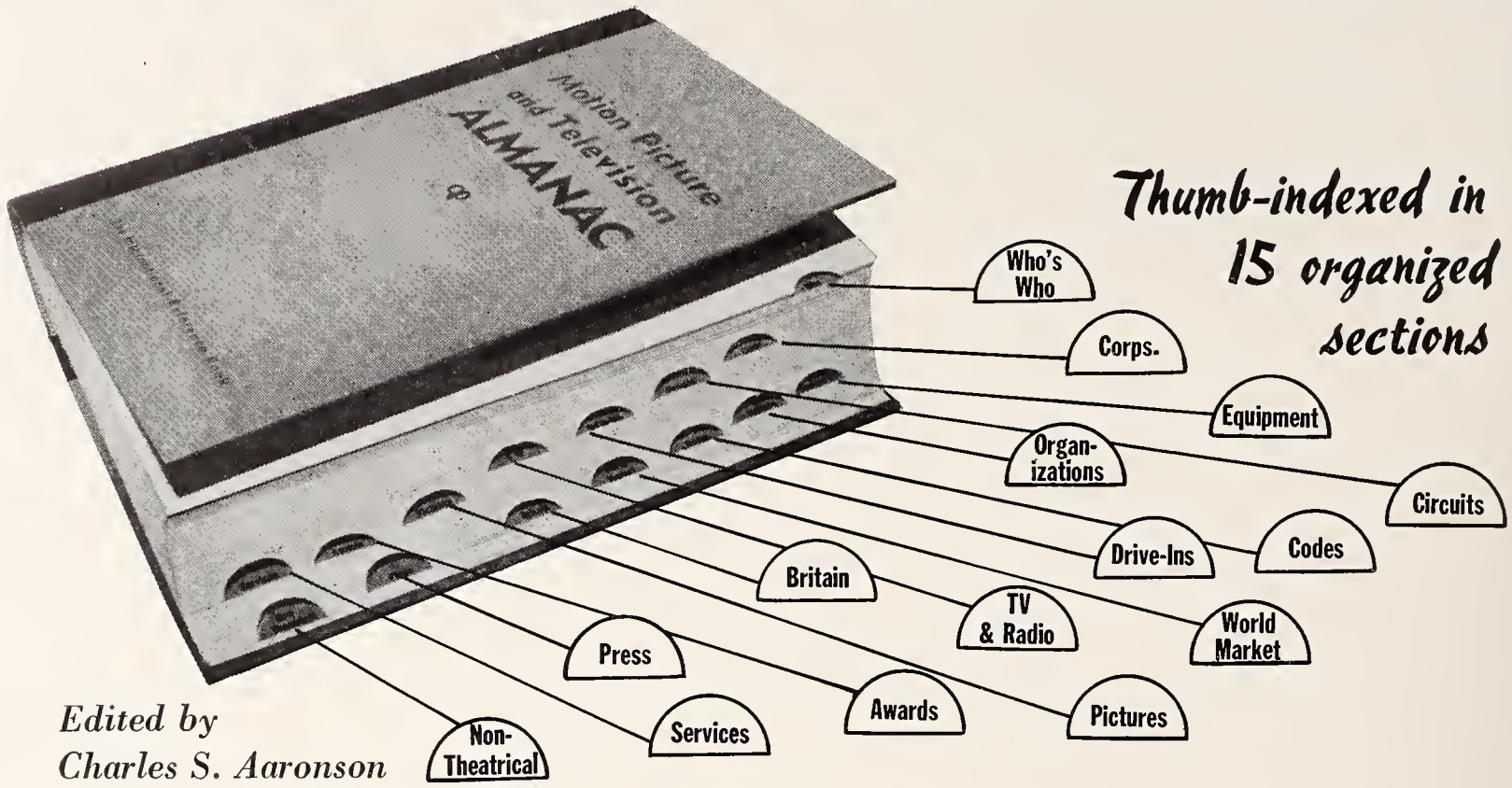
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Motion Picture and Television ALMANAC

Dowling, Korda Set Financing Deal for Nine

Robert Dowling, president of City Investing Corp., is expanding his amusement industry interests to include participation in the financing of nine pictures on the schedule of Sir Alexander Korda's London Films. The picture lineup involves $15,000,000, according to Morris Helprin, London Films president.

The nine pictures will be made in the next 18 months in England, India, and other foreign locations. The schedule consists of:

"The Man Who Loved Redheads," now completed, with Moira Shearer; "The Time of the Cuckoo," with Katharine Hepburn; "Richard III" in color with Laurence Olivier; two films starring Alec Guinness, "Arms and the Man" and "Noah"; "Taj Mahal," in color starring Richard Burton and Claire Bloom; "Around the World in Eighty Days," in color; a production starring Vivien Leigh; and "The King's General," which will be produced and directed by Zoltan Korda.

'Mighty' Heavy Draw In 2 Coast Dates

HOLLYWOOD, June 2.—"The High and the Mighty," a Wayne-Fellows production for Warner Brothers, broke attendance records at the 1,538-seat Egyptian Theatre here over Memorial Day weekend with a gross of $34,000, WB announced.

The CinemaScope drama in WarnerColor set a new house record at the Paramount, San Francisco, with a $30,000 gross for the first five days, although it played at lower prices than the previous record holder. Sunday's figure was $7,600.

'Demetrius and Gladiators'

(Continued from page 1)

as Messalina, Michael Rennie as Peter, The Fisherman, and many other principals, all performing their roles with deft skill.

This picture, picking up where "The Robe" climaxed with the death of Marcella and Diana, swings from a religious theme to the story of a man's faith in himself and God and how he is tempted by a beautiful pagan Roman woman. Besides the closing scene of "The Robe," this film also uses another sequence—the impressive Crucifixion in which Demetrius, the Greek slave, kneels at the feet of Christ who is impaled on the cross, and picks up the robe.

Mature again turns in a solid performance as the slave in this second Frank Ross production. As a lover Mature is smooth and as a gladiator, he is a "big" man in the arena who battles three tigers and five of Rome's best gladiators to satisfy the urges of the mad Emperor, portrayed again by Jay Robinson, and the pagan Messalina, who temporarily causes him to lose his faith in Christianity.

Mature, arrested by the Roman Imperial Guard, is sentenced to the gladiator school. At first, he is against killing, but the temptation offered him by Miss Hayward, and the believed death of Debra Paget, Mature's beloved, causes him to lose faith in the teachings of Christ. In the end, after many trials and tribulations, Mature returns to Christianity as the unstable Emperor is killed and a new Caesar is named.

Others in the cast include Anne Bancroft, Barry Jones, William Marshall, Ernest Borgnine, Charles Evans and Richard Egan. Produced by Frank Ross and directed by Delmer Daves, it is from a screenplay written by Philip Dunne, based on a character created by Lloyd C. Douglas in "The Robe."

Running time, 101 minutes. General audience classification. Release in June.

LESTER DINOFF

Boston Press Club Honors Danny Kaye

BOSTON, June 2.—Danny Kaye was the guest of honor in absentia at the Boston Press Club when a framed citation signed by the local film critics and editors was unveiled. It honors Kaye in particular for his performance in "Knock On Wood," now in its seventh week at the Astor Theatre, and for his "consistently high standards in performanace" since he made his hit in the musical, "Lady in the Dark."

Jack Brown, Paramount's branch manager, accepted the citation for Kaye at an informal reception at the Press Club. Danny Kaye, himself, is expected to visit Boston later in the year, at which time the citation will formally be presented to him.

To Rule Tomorrow On Conn. Drive-in

HARTFORD, June 2—Judge William J. Shea of New London Superior Court has deferred until Friday a decision on whether he will permit new evidence to be introduced at a hearing on an appeal from approval of a State Police license for a Groton, Conn., drive-in theatre.

Attorney Peter J. Boras, representing property owners, wants to present new evidence.

Assistant Atty. Gen. Thomas J. Conroy has asked the court to decide the appeal solely on a transcript of the hearing conducted by State Police March 29 by Commissioner John C. Kelley, who approved a license for Groton Open-Air Theatre, Inc.

N. Y. Tax Bill Amended; Vote Today

(Continued from page 1)

seemed to be developing among some of the Councilmen. Three, members of the Finance Committee, said they would be against it, or wouldn't vote at all.

Robert E. Barnes, (R., Queens) definitely will vote in the negative, he said. His Republican associate on the Finance Committee, Stanley M. Isaacs of Manhattan, is reported to have said he would decline to vote. Samuel Davis, (D., Man.), according to City Hall observers, would take the same action, or vote against the tax today.

Revenue Total Disputed

Samuel D. Beame, City Budget Director, was called in by the committee to clarify some points about the impost which has raised a storm of protests from the city's amusement industry. His contention that the tax would produce $9,000,000 yearly from local film houses has been challenged by local industry leaders. They say it would return only $3,500,000. The Finance Committee wants to know which figure is right before voting. Beame did not appear at the closed session, but his assistant, Tom Shea, appeared before it adjourned.

The committee also wants to confer with the Corporation Counsel before voting to determine the constitutionality of extending an exemption in the form of tax-free tickets below 50 cents to only one branch of the city's amusement industry, committee chairman Edward Cunningham (D., Bronx) told reporters after yesterday's meeting. He also said that the amendment is designed to give admissions to childrens' matinees "a break."

Says 83 Houses May Shut

Brandt, after meeting with Mayor Wagner said: "We are struggling to get a $1 exemption." However, he said, at least 83 houses in the city would close if the tax is imposed, exemption or not.

As of 1953, he continued, the Federal government collected $14,200,060 in revenues from local houses. This figure is based on the former 20 per cent Federal admission tax levied on the gross of $71,000,300 from New York's nearly 600 theatres.

Brandt said Albert E. Sindlinger, market analyst who prepared data when the industry gained a reduction in the Federal admission tax, will be at today's hearing. Sindlinger, working with a crew of ten men, is compiling statistics to back up the local exhibitors' arguments.

Some observers at City Hall yesterday believed the delay in voting by the Finance Committee is an attempt to prove it is not a "rubber stamp" for Mayor Wagner's administration. During Tuesday's open hearings, exhibition and union executives intimated that the Council was "going through the motions" in holding the public session.

This contention was strengthened yesterday when it became known that a so-called message of necessity has been drafted to speed the tax into law. Such a message is required, because at Tuesday's Council meeting some minor technical changes were made in the bill. Without the special message the tax bill would be shelved for seven days.

Special Session Tomorrow

It was stated the Board of Estimate, which also must approve the measure before the Mayor signs it into law, is ready to hold a special session tomorrow and approve the measure. The legislation must be at the Mayor's desk for five days, excluding Sunday, before he can sign.

Opponents of the tax will have two more opportunities to present their fight publicly; once before the Board of Estimate and again at the public hearing the Mayor must hold before he signs the tax bill.

Latin America Business Good Says Pratchett

The fact that fewer American Pictures were released in Argentina in 1953 than in the previous year does not indicate a trend in that country or Latin America as a whole, A. L. Pratchett, Paramount's Latin America supervisor said here. Pratchett is here for conferences with company executives.

"Business is good," said Pratchett. He declared that since the import restrictions in Argentina which caused the drop have been relaxed "there is no reason why the number of American pictures brought into the country should not return to normal."

In forming his opinion, Pratchett referred to his personal records which indicated that 128 American films had been screened in Argentina in 1953 as compared to the Commerce Department figure of 127.

Concerning wide screen equipment, Pratchett said that the South American countries were well behind the United States although acceptance of this new medium was "procceding normally." "There is almost no stereophonic sound," he added. It would seem that the Southern Hemisphere exhibitors are waiting for some sort of standardization, he said.

Chicago Tax Figures Show Upward Trend

CHICAGO, June 2.—Figures released here today by the city tax collector's office show that theatres contributed $469,794 of the $755,418 total amusement tax collected during the first five months of 1954.

The total collected for the like period in 1953 was $719,286.80 of which the theatremen were responsible for $432,936.76.

DeBra on Speaking Engagements West

Arthur DeBra, director of community-exhibitor relations for the Motion Picture Association of America, will discuss the Production Code and political censorship at speaking engagements in Denver and Dubuque, Ia.

DeBra will make speeches today and tomorrow in Denver and will make three other addresses on Monday and Tuesday in Dubuque.

Cinerama Pulls Wide Detroit Audience

DETROIT, June 2.—Memorial Weekend at Cinerama here counted visitors from 14 states, 23 Michigan cities and 10 Ontario towns. Approximately 835,000 have seen Cinerama in 63 weeks at the Music Hall.

Managing director Frank Upton is in Cincinnati for the opening there of the 12th theatre.

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Form Variety Tent In Louisiana and Mississippi Area

NEW ORLEANS, June 2. — The train of thought which has been sweeping the minds of a great number of theatre men and affiliates in the motion picture field, which ultimately desires to form a Variety Tent of the Louisiana and Mississippi area, was realized last night when a group of enthusiasts met with Col. Bill McCraw, Dallas, Variety International executive directors and J. B. Dumestre, Jr., Atlanta, Variety International dough guy, at a dinner gathering at Arnaud's Restaurant.

A board of directors was elected which consists of Dan M. Branden, president and general manager of Transway, Inc.; Henry G. Plitt, Paramount Gulf vice-president in charge of theatre operations; Carl Mabry, president of Motion Pictures Advertising; William Briant, branch manager of 20th Century-Fox; William Holliday, branch manager of the Paramount exchange; Harold Cohen, owner, Lippert Pictures of Louisiana exchange; Louis Boyer, of National Screen; Page Baker, head of Theatre Service Company; L. C. Montgomery, president of Delta Theatres, Inc.; Joel Bluestone, president of Films Afloat, and Ernest A. MacKenna, treasurer of Delta Theatres, Inc., and manager of the Joy Theatre.

The board then nominated Baker chief barker, Babe Cohen first assistant barker, William Briant second assistant barker, Hank Plitt, dough guy and Dan Brandon property master, temporarily, or until the International election in November.

The board also designated Eldon Briwa, Bri-Mont Buying and Booking Service, as chairman of the membership committee.

Council, Agency Men Talk Filming Abroad

HOLLYWOOD, June 2. — AFL Film Council and representatives of major advertising agencies today discussed at length and sympathetically, but without formal conclusion, the unemployment problem created by production abroad of advertising television films intended for use in this country to merchandise American products to Americans.

The council will continue the discussion at its regular meeting next week.

Fire in Kansas House

KANSAS CITY, Kans., June 2.—When smoke edged from under the door of a second floor storage room at the Avenue Theatre here Monday evening, Leslie C. Rogers, Jr., assistant manager, turned up the theatre lights, told the audience there was a fire but under control, and that they were to pass out quietly. The ushers stood at their posts calmly and the theatre was emptied quickly. The Fire Department got the smoky air from the theatre, and then the people returned to see the rest of "Executive Suite."

To Manage Fla. House

ORLANDO, Fla., June 2. — Lynn Goodyear, former manager of the Rialto Theatre, has been named house manager of the Beachman Theatre, under city manager Verne Hunter, of Florida State Theatres, upon the resignation of Mabel R. Case.

Aperture

(*Continued from page* 1)

able; the larger projection aperture allows better utilization of the light available in the projector.

Kelley pointed out that the "aperture provides the theatre with the maximum amount of picture information available on the negative, resulting in no cropping in height and only about eight per cent cropping in width in relation to the regular CinemaScope aperture."

Additionally, Kelley said, "the center line of this 0.715 by 0.839 aperture is centered on a standard 0.600 by 0.825 aperture; therefore the projector does not have to be shifted in changing from this CinemaScope picture to standard projection."

Philadelphia Site of 'Tanganyika' Bow

Universal-International's "Tanganyika" will have its world premiere at the Stanley Theatre in Philadelphia on June 16.

The Philadelphia world premiere will be followed by an opening at the Pilgrim Theatre in Boston on June 23 which will launch a series of openings in the Boston and New Haven territories.

Both the world premiere and the Boston-New Haven territorial openings are being backed by comprehensive promotional campaigns featuring the use of television in the manner of the launching of "Creature From the Black Lagoon" earlier this year, the company said.

"Tanganyika" is set for July release as one of Universal's important Summer pictures.

'Paradise' to Loew's

"The Captain's Paradise," the new Alee Guinness comedy co-starring Yvonne De Carlo and Celia Johnson, will open at 29 key Loew's theatres throughout the New York metropolitan area on Wednesday.

Floyd Buys in Tampa

HAINES CITY, Fla., June 2. — Floyd Theatres, with headquarters here, has taken over the Tower Drive-in, Tampa, it has been disclosed by Carl Floyd, president of the purchasing organization.

Mexican Studios Use 893 Foreign Players

MEXICO CITY, June 2.—Mexican pictures regularly employ 893 foreign players, reveals the National Actors Union (ANDA), regarding complaints that it is anti-foreign. ANDA details by nationality and number the foreign players as:

Americans, 199; Spaniards, 246; Cubans, 167; Argentinians, 74; Italians, 60; French, 24; Chileans, 14; Colombians, Brazilians and Chinese, 12 each; Austrians, eight; Ecuadorans, seven; Swedes, Uruguayans and Peruvians, six each; Costa Ricans and Venezuelans, five each; Panamanians, four; Germans, Puerto Ricans and Portuguese, three each; Dutch, Swiss and Guatemalans, two each, and British, Canadians, Australians, Egyptians and Nicaraguans, one each.

Legion Calls One 'C,' Three 'B' and 6 'A'

"Girls Marked Danger" has been placed in Class C in the latest listing of the National Legion of Decency, which also placed three films in the Class B category: "Captain Kidd and the Slave Girl," "The Saracen Blade" and "Secret of the Incas."

Six pictures have been placed in Class A. In Section 1 are "Silver Lode" and "Three Coins in the Fountain." The remaining four pictures, all in Class A Section 1, are "Black Horse Canyon," "The Lone Gun," "Tanganyika" and "Unconquered."

Mexican Group Sees Boon in 'Quickies'

MEXICO CITY, June 2.—The recently established film executive-labor committee believes that the policy of allowing a small budget producer 14 days in which to make a picture will bring a swift cash return and offer a solution to the industry's ills.

The permits, which are called "super quickies" by producers, will relieve stress caused by over-production and aid a shrinking foreign market for Mexican films, it was said.

Two Close in Cleveland

CLEVELAND, June 2.—Two theatres in this area are being dismantled. They are the Liberty, Lowellville, and the Look, Warren.

Brewer Names His Slate

(*Continued from page* 1)

he has more than the necessary majority IATSE votes assured to him "at this minute" and will spend his time between now and election touring the country. He leaves Monday to cover the Northwest.

Although he covered many aspects of IATSE operations and possible improvements during a question-answer period, Brewer emphasized as a "prime basis" his contention that the Walsh administration, in "an attempt to perpetuate itself in power," for the past two years has interfered with local unions' efforts to obtain benefits, repeatedly sending in international representatives instructed to settle negotiations on terms which had previously been decided.

He scored the Walsh administration, also, for failing to organize television workers "doing work traditionally belonging to the IATSE" and said he will undertake, if elected president, to bring into the IATSE fold some 6,000 workers he believes should belong to the organization.

The candidate said the Walsh administration has been particularly lax in its attention to film exchange employees, whose wage in many cases is as low as $50 weekly or less, which he described as "less than a living wage."

Brewer, whose break with Walsh and subsequent resignation followed a sharp disagreement about the place Hollywood's 17 studio locals should have in the IATSE setup, said his plans encompass an expansion of the Hollywood branch headquarters and expanding its province to include the whole Western area.

Brewer would headquarter in New York, if elected, but would travel great part of time, he said.

'Scope Report

(*Continued from page* 1)

on a five-city day-and-date basis covering all exchange areas within a period of 10 days.

Exhibitors, executives from production and distribution, newspaper publishers and editors will be invited by the company to see the technical and production advances effected in the new entertainment medium in the past year.

The subject, completion of which is scheduled for mid-June, will run for more than one hour and will be in color. Footage will be narrated by production head Darryl F. Zanuck and will point up such advances as new "taking" lenses perfected by Bausch & Lomb.

Scenes from upcoming CinemaScope productions utilizing these new lenses will be shown and the reel will also present a full comparison of four-track magnetic high fidelity stereophonic sound and regular optical sound.

Demonstrations will be held in the morning and the format of the showings will follow the same pattern employed last spring when the company first presented CinemaScope to the trade.

'Scope in UK

(*Continued from page* 1)

release here and throughout the Commonwealth.

The film was screened for the press here today and will open at the Carlton and the Marble Arch Odeon on Friday; in 53 theatres on June 7 and in 20 others on June 14.

Prints may be expected in New York by Friday.

Friendly relations continue to exist between Skouras and the J. Arthur Rank Organization, although it is understood no formal talks have yet occurred which might lead to a rapprochement between the two companies on further CinemaScope installations in the Rank circuits. Skouras currently is interested in setting up what he calls the Independent CinemaScope Circuit and the organization of CinemaScope production here.

Ralph Connor Leads In Odeon Contest

TORONTO, June 2.—Ralph Connor, manager of the Odeon Theatre, Trail, B. C., was leading at the close of the fifth week in the showmanship division of the annual contest for more than 100 units of Odeon Theatres, Ltd., it is announced by W. C. Tyers, head office director of advertising here. The competition closes June 26.

In second and third places were the Odeon Theatre, Ladysmith, B. C., and the Hastings Theatre, Vancouver. In fourth spot is an Eastern Canadian theatre, the Capitol at Niagara Falls, Ont.

Winner of the week's special showmanship award of $25 was Frank Marshall, Lux Theatre, Vancouver, in 15th place in the interim standing.

'Scope for Tenn. Drive-in

CLEVELAND, Tenn., June 2. — Work has begun on the installation of CinemaScope at the Star-Vue Drive-in here. Cletus H. Benton, owner, stated that the screen will measure 70 by 106 feet and will show a picture 40 by 102 feet.

Benton also plans to show Vista-Vision.

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Council Passes Tax Bill; Would Be Effective July 1

Hearing at Board of Estimate Today and With Mayor Wagner Still Required; Vote Favoring Measure Was 22-3

By FRANCIS BACKILMAN

The New York City Council yesterday passed by a vote of 22-3 the administration's proposed five per cent amusement tax at City Hall. One Democratic and the Council's two Republican members voted in the negative. The effective date of the law was delayed two weeks until July 1.

A proposed exemption on motion picture admissions up to fifty cents was abandoned by the Council Finance Committee, which met for over an hour before passing the bill out for a vote.

Local exhibitors will have two more hearings in which to present their case against the levy before Mayor Wagner decides whether or not to sign it into law. This morning at 10:30, they are expected to appear at a special session of the Board of Estimate, and will then go before the Mayor some time next week.

The bill, expected to be approved today by the Board of Estimate, must remain on Mayor Wagner's desk for five days, not including Sunday, before he can sign it.

Before the Council voted, majority leader Joseph T. Sharkey (D., Brooklyn) predicted the tax would be favorably voted on. Coming from a 15-minute meeting with the Mayor, in which Abraham Beame, director of the budget; Adrian Burke, corporation counsel, and Edward Cunningham, Democratic Councilman who is chair-

(Continued on page 7)

To Talk Alliance

U.S. Showmen Get Invitation To U.K. Meet

CEA Leaders Eager to Discuss Global Plan

By PETER BURNUP

LONDON, June 3.—American exhibition representatives have been invited to attend Cinematograph Exhibitors Association's annual convention which opens at Harrogate, Yorkshire, on June 20, at which there will be an opportunity to discuss further C.E.A.'s proposed global alliance of exhibitor organizations.

The C. E. A. proposal, already accepted in France on matters of new technical equipment, was warmly received by many American exhibitor organization officials. Ben Marcus, president of Allied States Association, suggested a meeting in Hollywood this summer for further exploratory discussion of the proposal.

Nothing would please CEA's presi-

(Continued on page 2)

Six-Month Extension For NT Divestiture

WASHINGTON, June 3. — The Justice Department has agreed to a six-month extension of National Theatres' divestiture deadline.

The divestiture, originally to have been completed by June 7, 1953, now has a June 7, 1954, deadline. Justice is agreeing to extend this until Dec. 7, 1954.

Approximately 16 theatres still remain to be disposed of, out of some 110 that were to be divested under the original 20th Century-Fox consent decree, according to justice officials.

Paramount Directors Reelect All Officers

Barney Balaban, president; Adolph Zukor, chairman of the board, and all other officers of Paramount Pictures yesterday were reelected at a meeting in the home office of the company's board of directors.

Other officers reelected were Stanton Griffis, chairman of the executive committee; Y. Frank Freeman, Austin C. Keough and Paul Raibourn, vice-presidents; James H. Richardson, treasurer; Keough, secretary; Russell Holman, Jacob H. Karp, Arthur Israel, Jr., and Louis A. Novins, assistant secretaries.

Disney Half-Year Net Almost Double That of '53 Period

LOS ANGELES, June 3.—Earnings of Walt Disney Productions in the first half of the current fiscal year substantially exceeded those of the corresponding period last year, and continued profitable operations are expected during the next six months, president Roy O. Disney stated today in a letter to shareholders.

Consolidated net profit for the six months ended April 3, was $283,662, equal to 43 cents a share on the 652,840 common shares outstanding. This compared with $142,723, equal to 22 cents a share in the first half of the 1953 fiscal year.

The current reissue of "Pinocchio" is doing excellent business and the feature-length True Life Adventure, "The Living Desert," is producing sizable revenue and promises to earn a substantial profit, Disney reported. The two most recent live action pictures, "The Sword and the Rose"

(Continued on page 7)

WB Six-Month Net Profit Is Reported At $1,618,000

Warner Bros. Pictures, Inc. (Incorporated 1953) and subsidiary companies report for the six months ended Feb. 27, 1954, a net profit of $1,618,000 after provision of $1,700,000 for Federal taxes on income and after a provision of $250,000 for contingent liabilities. Film rentals, sales, etc. amounted to $34,059,000. The net profit is equivalent to 65 cents per share on the 2,474,346 shares of common stock outstanding or reserved

(Continued on page 7)

Anything Goes!

by MARTIN QUIGLEY

A CURIOUSLY irresponsible attitude has developed in this industry on the subject of advertising and promotion. The condition has been showing up in increasing intensity and extent, particularly during the past two or three years. An ugly and perhaps crucial high-point of indecency and bad taste has been reached in recent months.

The condition is not one due to an isolated revolt against commonly accepted standards. While it is being brought currently into sharp focus by one particularly pointed challenge to decent public opinion it has by no means been created by any single incident or effort.

The responsibility must be widely shared because it has been brought about by contributions from many sources. Hence, it is inevitable that the penalities that surely will be exacted by an outraged public will be laid at the door of the industry at large—exhibition, production and distribution.

THE economic pressures of the post-war years of readjustment in the industry provide no valid excuse or alibi. On the contrary, resort to advertising and promotion which is scandalous in text and illustration can only be interpreted by an intelligent public as a

(Continued on page 7)

Compo Meeting Here Will Map Poll Plans

Two members of the Council of Motion Picture Organizations triumvirate and all five members of the COMPO press relations committee are expected to be present tomorrow when the special committee appointed by COMPO to make plans for a national audience poll to choose the best picture of the month, quarter and year begins its sessions at the Hotel Astor.

The COMPO governing committee will be represented by Al Lichtman and Wilbur Snaper. Sam Pinanski, the third member, has been obliged to forego the meeting because of the pressure of personal affairs. The press

(Continued on page 7)

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave New York on Monday for the Coast.

•

MILTON R. RACKMIL, president of Universal Pictures, will leave here today for Barcelona, Spain.

•

MICHAEL HAVAS, RKO Radio Latin America supervisor, arrived in New York yesterday from Mexico City.

•

BERNARD JACON, I. F. E. Releasing Corp., vice-president in charge of sales and distribution, will leave here on Tuesday for Chicago.

•

CHARLES SIMONELLI, Universal Pictures Eastern advertising and publicity manager, left New York yesterday for Boston.

•

FRANK LAGRANDE, Paramount Pictures home office representative, returned to New York yesterday from Mexico and South America.

•

HERMAN KING, producer, will arrive in New York tomorrow from Hollywood and will leave here next Friday for Germany.

Broidy Enroute East; Mirisch Will Follow

HOLLYWOOD, June 3. — Steve Broidy, president of Allied Artists, will leave here by train tomorrow for New York to confer with the company's Eastern executives, following which he will leave for London.

Harold J. Mirisch, vice-president, delayed by a virus attack, expects to join Broidy next week.

Aperture Suggestion On 'Scope Clarified

HOLLYWOOD, June 3. — The Motion Picture Research Council today issued a statement clarifying yesterday's announcement of single standard dimensions for the aperture to be used in projecting CinemaScope films. The statement points out that the dimensions given are for projecting CinemaScope films bearing a photographic sound track and not for CinemaScope films with magnetic sound tracks.

Schottenfels Dies

Clarence Schottenfels, 74, industry veteran who for the past 21 years had been advertising representative in the motion picture field for Macfadden Publications, is dead. Schottenfels started in the industry 40 years ago with Carl Laemmle, moving later to Vitagraph, "Motion Picture World" and Fawcett Publications before joining Macfadden.

'Dial M' Holdovers

Warner Brothers' "Dial M For Murder" currently is playing in 20 holdover and moveover situations, WB reported yesterday. The extended playing time dates are in key cities across the country, the company said.

May End Phonevision Tests Here Tonight

The Zenith tests of Phonevision in the New York City area are proceeding ahead of schedule and might finish by tonight, two days ahead of schedule, Dr. Millard C. Faught, economic consultant to the project, said here last night. He added that the "strictly technical" testing had been very extensive and that the results might be available early next week.

Firestone Directors Mull AB-PT Offers

Weekend meetings of the board of directors of the Firestone Tire and Rubber Co. may result in a determination of whether to accept the American Broadcasting Co. and the N. Y. Paramount Theatre offers of facilities to broadcast and televise the "Voice of Firestone" on Monday evenings in the fall.

Indications are at present that a decision will be made by Sunday.

The Paramount Theatre, the top house in the American Broadcasting-Paramount Theatres circuit and long a showcase house on Broadway, would close its doors to the motion picture public every Monday afternoon in preparation for the simulcasts.

After the Firestone hour-long show, the non-paying audience would be ushered out and the box-office of the house would re-open for the film presentation. The Paramount Theatre seats 3,664 patrons.

ABC vice-president Robert M. Weitman, a former managing director of the Paramount Theatre, confirmed that an offer had been made to Firestone. "I think that it would be a good thing for both the television and film industries," he said.

Moss Pledges Service To IATSE Locals

Greater attention to rendering service to the smaller locals of the IATSE will be the goal of Russell Moss if he is elected to the ninth vice-presidency, for which he is a candidate, Moss said here yesterday.

Moss, who is executive vice-president of H-63, Motion Picture Home Office Employees, said he believed that many of the locals and special department locals were dissatisfied with the present administration, which, he said, "no longer attempts to advise and service" the units.

The H-63 union official said that Roy Brewer, who has entered the race for the international presidency against Richard Walsh, would announce his platform on the Coast shortly.

Mrs. Rothman Rites

Funeral services were held at Gutterman's, Brooklyn, for Mrs. Hinda Rothman, mother of Fay Rothman, secretary to Columbia sales executive Louis Weinberg. Surviving are two other daughters, Lynne and Birdie.

U.S. Showmen

(*Continued from page* 1)

dent Claude Whincup and the Association's secretary, Walter Reginald Fuller, more than to make the Atlantic crossing, but there are certain physical obstructions to such a project. Vital negotiations are in progress here regarding not only the break-figure dispute with the distributors, the outcome of which will condition the proportion of the recent entertainment-tax remission which will proceed to producers, but an immense and involved wage claim made by the National Association of Theatrical and Kine Employees in behalf of theatre employees.

Will Be Busy All Summer

Those and other pending matters of major import will keep Whincup and Fuller at their London desks or in the conference room throughout the summer. Hence, their invitation and sincere hope that American exhibitor representatives can attend CEA's annual convention instead.

That failing, alternate proposals for joint meetings here or in America at a later date are expected to be forthcoming in time. Meanwhile, CEA's executives are profoundly impressed and not to say delighted with American reaction to their proposal.

Says secretary Fuller: "We are exceptionally anxious that no misapprehension should arise in regard to the nature of our proposal.

"We do not suggest a sort of supranational organization which would supersede existing ones. What we do urge most earnestly is the creation of some instrument by which viewpoints and needs might be exchanged immediately and continuously."

Stereo-Sound Important

Throughout the stereophonic sound controversy CEA's leaders were in close though informal communication with certain American authorities, including Abram Myers of Allied States, and there's a considerable and growing body of opinion here that the Spyros Skouras concession in the matter of stereophonic sound would not have been made had it not been for the world-wide resistance to sales conditions spearheaded (so the Britons claim) by CEA.

Certainly, CEA's contribution to the deliberations of the Union Internationale de l'Exploitation Cinematographique in Paris made a profound impact on Continental exhibitor opinion.

CEA's last week's resolution in regard to the availability of conventional prints of CinemaScope subjects has now been sent to all known exhibitor organizations in various parts of the world.

Groundwork Being Laid

CEA's general council will not again assemble until the Harrogate convention, but much back-stage work is in progress at CEA's headquarters in regard to the global proposal. That will figure high in the general council's agenda. The plan will be vigorously ventilated also at the forum open to all theatremen, which has become over the years an integral part of the convention.

Senate Unit Approves New Tax Provision Passed by House

WASHINGTON, June 3. — The Senate Finance Committee approved with relatively minor changes the provision in the House-passed technical tax revision bill for faster tax depreciation write-offs on new equipment.

The provision is of major interest to the film industry, due to the large layouts being undertaken for new theatre and projection equipment.

Under the decision, taxpayers could write off about two-thirds of the cost of an asset in the first half of its life, compared to half the cost under present law. This would be done by using the so-called declining balance method of depreciation. The new method would apply to all outlays after Jan. 1, 1954.

Carry-Back Rules Changed

The committee also approved a House-provision giving taxpayers an extra year in which to carry back operating losses to offset profits—and taxes—in more profitable years. Under present law, operating losses can be carried back one year and forward five. Under the House provision approved by the Senators, there'd be the five-year carryback but a two year carryforward.

The committee is nearing the end of its first round of voting on the House-passed technical tax bill and could finish tomorrow or Monday. One of the major decisions still to be made is of vital interest to the industry: the treatment of overseas income.

'Glenn Miller Story' Premieres in Paris

PARIS, June 3. — Governmental figures, headed by President of the Republic Rene Coty, attended the French debut here last night of Universal-International's "The Glenn Miller Story" at the Palais de Chaillot.

Americo Aboaf, Universal International Films vice-president and foreign general manager, who is in Europe for UI's 1954 European sales convention in Barcelona, addressed the audience in French during a ceremony before the showing of the film.

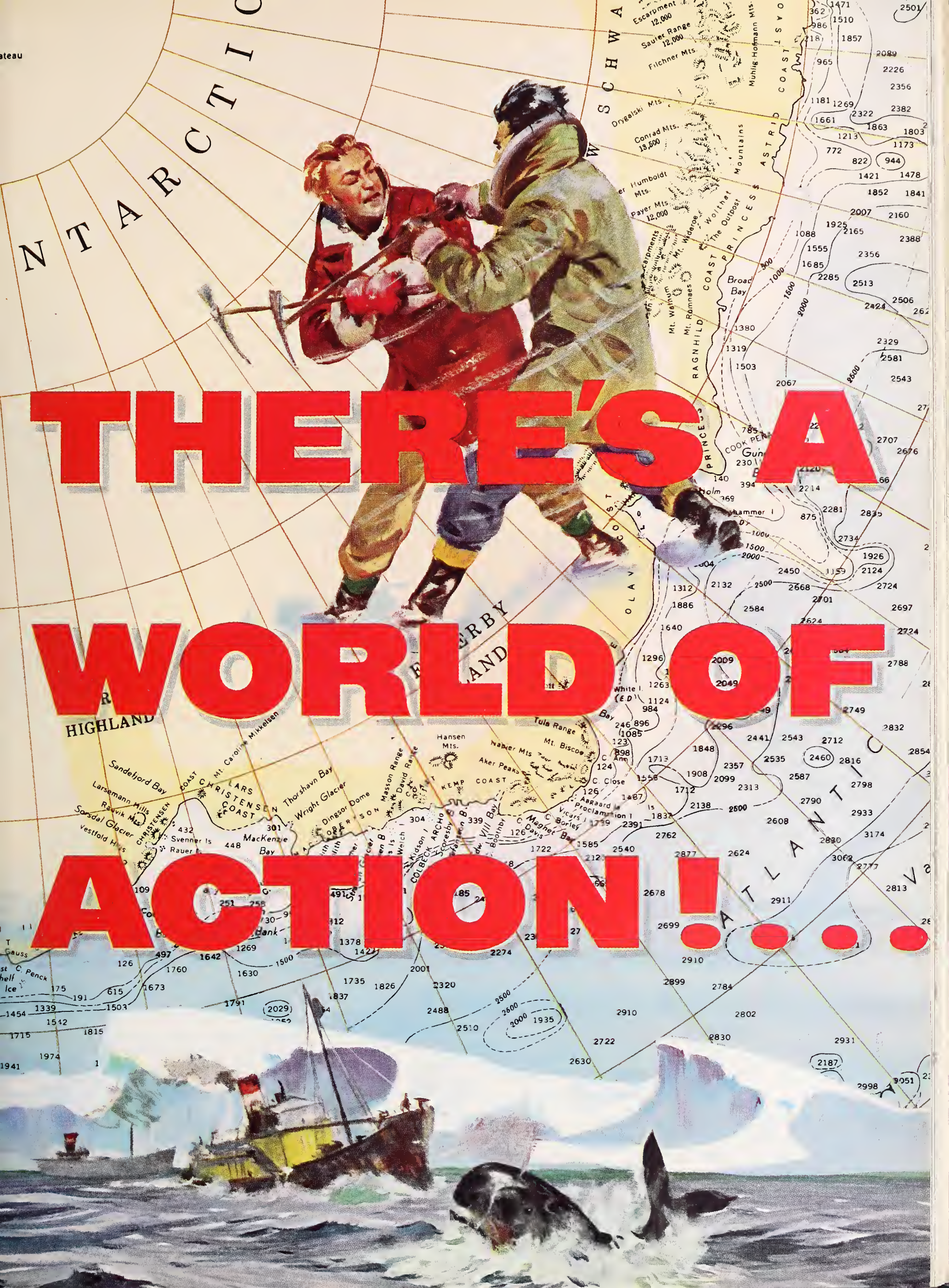
NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"EXECUTIVE SUITE"
starring
WILLIAM HOLDEN • JUNE ALLYSON • BARBARA STANWYCK
FREDRIC MARCH • WALTER PIDGEON • SHELLEY WINTERS
PAUL DOUGLAS • LOUIS CALHERN
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

ALFRED HITCHCOCK'S
"dial M for Murder"
IN WARNERCOLOR
RAY MILLAND • GRACE KELLY • ROBT CUMMINGS
PARAMOUNT
TIMES SQUARE

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THERE'S A WORLD OF ACTION!...



ALAN LAD

Columbia's

"HELL BE

D'S NEWEST IS HIS BIGGEST!

FROM LONDON

TO CAPETOWN...

FROM CAPETOWN

TO THE FROZEN

ANTARCTIC...

A WORLD OF

ACTION

RAGES ACROSS

THE SCREEN!



ACTUALLY FILMED IN THE ANTARCTIC
IN MAGNIFICENT COLOR BY

TECHNICOLOR

LOW ZERO"

THERE'S A WORLD OF NATIONAL ADVERTISING

scheduled in leading magazines to deliver a total of 75,350,000 reader impressions!





COLUMBIA PICTURES presents
A WARWICK PRODUCTION

ALAN LADD
HELL BELOW ZERO

with **JOAN TETZEL** · **BASIL SYDNEY** · **STANLEY BAKER**

Screenplay by ALEC COPPEL and MAX TRELL • Adaptation by RICHARD MAIBAUM • Based on the novel "The White South" by Hammond Innes • Associate Producer George W. Willoughby • Produced by IRVING ALLEN and ALBERT R. BROCCOLI

Directed by **MARK ROBSON**

COLOR BY *Technicolor*

WB Profit

(Continued from page 1)

by the company for exchange on Feb. 27.

The corresponding operations of the old Warner Bros. Pictures, Inc., after eliminating net profit on domestic theatre operations, for the six months ended Feb. 28, 1953, resulted in a net profit of $1,333,000 after provision of $1,784,000 for federal taxes on income and after provision of $100,000 for contingent liabilities.

H-63 and Paramount Sign Publicist Pact

Paramount Pictures and Motion Pictures Home Office Employees, H-63, IATSE, have reached agreement on a new two-year contract, retroactive to Sept. 30, 1953, covering the advertising, publicity and exploitation personnel at the Paramount home office here, Harold F. Chadwick, business agent of H-63, said here yesterday.

Under the new pact, publicists will receive increases ranging from $7.50 to $12.50 per week, retroactive to Sept. 30. It is understood that those Paramount publicists earning under $100 per week will receive a 10 per cent increase with those making over $100 receiving an eight per cent hike. The new contract expires Sept. 30, 1955.

Other benefits which the publicists received under the new terms were increases in the minimum hiring rates, liberalization of arbitration and holidays, the "Johnston formula" on holidays in effect here, Chadwick said.

Agreement between Paramount and the Home Office Employees Union was reached yesterday at the IATSE international offices here, Chadwick said. Representing Paramount in the negotiations were Jerry Pickman and Arthur Israel. Representing H-63 were Russell Moss, executive vice-president of the local Chadwick, and Harlan Holmden and Joseph Basson, both of IATSE.

Oboler to Start 'Spear'

HOLLYWOOD, June 3.—Producer Arch Oboler has disclosed he will begin shooting "The Spear in the Sand" next September in 3-D and color at the Palladium Studios in Copenhagen. The subject, which Oboler has been preparing since 1951, was sidetracked in favor of "Bwana Devil" by the producer as his first 3-D feature.

Extras Guild Meet Set

HOLLYWOOD, June 3. — The Screen Extras Guild will hold a membership meeting Sunday night to hear the outcome of the annual election, conducted by mail referendum.

Wilson in SPG Post

HOLLYWOOD, June 3. — Arthur Freed, president of the Screen Producers Guild, has named Carey Wilson, chairman of the newly-established public relations committee.

'Dreams' Bows at Plaza

The American premiere of "Dreams of Love," a French film with English titles has been set for tomorrow at the Plaza Theatre here.

Anything Goes!

(Continued from page 1)

profession of incompetence, and a disregard for the public interest. On either count the public is likely to conclude that existing economic difficulties are well-deserved.

Maintenance of decent standards in advertising and promotion requires a sense of responsibility for the good name of the motion picture and the industry. It requires also that those who are in a position of final authority awake to the fact that the general public advertising is an all-revealing disclosure of the character of the industry and the judgment, taste and purposes of the people who run it.

AN objective look at much recent and current motion picture advertising presents a criterion of decency and social accountability which does no one a favor to be judged by.

The maintenance of standards requires a regular and thoroughgoing policing. The several principal trade associations, exhibitor, producer and distributor, have been notoriously off watch in this regard. It is sheer futility to adopt codes and pass resolutions and then assume that by these gestures responsibility has been discharged.

There never has been, and there never will be, a maintenance of decent advertising standards unless and until a determined will to this end is expressed by those who have the authority to issue orders. Passing the buck to an appointee who can only plead and cajole is not even an effective smoke-screen, because the public easily looks through to the industry itself and those who are responsible for its management.

An advertisement tinged with purple suggestiveness in text and illustration is the easiest way to a piece of copy that looks attention-arresting. It is also the easiest way to telling millions of decent-minded people that they want no part of the picture advertised. This is not a fly-by-night carnival business in which, come the morning dawn, the outfit is on its way to a new crop of suckers in the next town. Carnival business ethics should have no part in today's motion picture industry.

The motion picture and the industry have been cultivating a bad name through the character of some of its advertising not only with its public but also with many important newspapers whose columns have been giving voice to their own and the public's complaint. In recent months newspapers in Chicago, Cleveland, Atlanta, Pittsburgh and elsewhere have published sharp criticism of movie advertising. In some of these cities and in some others, newspapers, in face of voluble public protest, have been driven to the necessity of setting up codes, and even outright censorship, to protect their columns and their own good name against objectionable movie advertising.

OBJECTIONABLE advertising is defeating the very purposes of the COMPO campaign of advertising in "Editor and Publisher," which was intended to better the industry's relations with the general press of the nation. Right at the time the COMPO advertising, addressed in the newspaper trade journal to editors and publishers, is seeking to point out the responsibility, stability and service in the public interest of motion pictures, the same editors and publishers have been finding their columns muddied with suggestive and vulgar theatrical advertising.

The deterioration in the decency standard of motion picture advertising has been gradual. No one source, but many, both in distribution and in exhibition, are accountable. One advertiser after another has sought to top, perhaps by only a little, what the fellow just ahead of him has done. This has gone on until at the present time a collection of current specimens could be gathered which would make a first-rate chamber of horrors.

Perhaps an all-time low is one that recently appeared. In this a theatre in playing a picture which is being advertised with a notoriously "shocking" campaign, featuring a strangely posed and scantily clad dancing figure, uses a life-size blow-up of the figure as a front for the cashier's booth. A window was cut at the abdominal section of the blow-up through which tickets were handed out to patrons!

In face of a practice in advertising and promotion of the notion that "anything goes" it should be well-remembered that among the things that may go are the good name of the industry and public respect. When these go the prosperity, stability and future of the industry go with them.

Pass Tax Bill

(Continued from page 1)

man of the Finance Committee, took part, Sharkey told newsmen: "The industries affected can take it to Albany and fight there. If they are successful, we will rip it up."

Besides the Democratic Councilman from Brooklyn, Philip Schupler, who voted "no," all other Democratic members of the Council voted for the bill. The two Republican members of the body, minority leader Stanley M. Isaacs, of Manhattan, and Queens Councilman Robert E. Barnes, voted against the measure.

Listed by boroughs, the Democrats voting in the affirmative include:

Manhattan: Daniel S. Weiss, James J. Boland, Earl Brown, John J. Merli, Samuel Davis; Bronx: Irving I. Schreckinger, Louis Peck, David Ross, Cunningham, Maurice J. McCarthy, Jr.; Queens: Eric J. Treulich, Hugh Quinn, Frank V. Smith; Richmond: Albert V. Maniscalo; Brooklyn: Sharkey, Thomas J. Mirabile, Sam Curtis, Jack Kranis, Jeremiah B. Bloom, Arthur A. Low, Edward Vogel and Morris J. Stein.

Disney Net

(Continued from page 1)

and "Rob Roy, The Highland Rogue," while not up to expectations at the domestic boxoffice, are doing well in many foreign territories, he said.

"The company's current production program," he declared, "is the largest and most diversified in its history. Scheduled for completion about the end of 1954 are two live action features, an all-cartoon feature, one feature-length True Life Adventure, two pictures in our People and Places Series and seven cartoon short subjects."

Plans call for releasing in the fall "The Vanishing Prairie," the company's second feature-length True Life Adventure picture; and "The Littlest Outlaw," a live action feature story produced in Mexico. By Christmas, Disney will release "20,000 Leagues Under the Sea," dramatic live action presentation in CinemaScope of Jules Verne's novel.

COMPO

(Continued from page 1)

relations committee consists of Harry Mandel, chairman; Harry Goldberg, Oscar A. Doob, Kenneth Clark and Jerry Pickman.

The sessions will continue into Sunday.

Members of the audience poll committee are Mrs. Alice Gorham, Detroit; Senn Lawler, Kansas City; Emil Bernstecker, Atlanta; Paul Levi, Boston; Ralph W. Russell, Canton, O., and Roy E. Kalver, Decatur, Ind. In place of Kalver, William A. Carroll, executive secretary of Indiana Allied, will attend the first committee meeting.

Robert W. Coyne, COMPO special counsel, and Charles E. McCarthy, information director, will also attend.

Joins Durstine

C. W. MacKay has joined Roy S. Durstine, Inc., as vice president in charge of research and marketing. He recently was senior associate of Stewart Dougall & Associates, Inc., and previously was vice-president of Kenyon & Eckhardt, Inc.



A GREAT NEW WORLD OF THRILLS SWEEPS ACROSS THE SCREEN!

Supported by NATIONAL MAGAZINE ADS! NATION-WIDE PROMOTIONS! and the co-operation of THOUSANDS OF SPORTS CAR CLUBS and ENTHUSIASTS! It will all be reflected at your Boxoffice!

YOUNG AS TODAY! FRESH AS TOMORROW! RECKLESS AS RAW COURAGE CAN BE!



Johnny... The wheel of fate in his hands — a reckless dream in his heart!



Liz... Hiding her past, and her love for Johnny . . . giving herself to a dream!



Duke... Fast and frivolous—on the double cross-roads of danger and romance!

...they faced the Future that challenged their vision and burned a reckless trail down a thousand tire-screaming miles of danger...to Victory!



TONY CURTIS · PIPER LAURIE · DON TAYLOR



"JOHNNY DARK"

COLOR BY Technicolor

with PAUL KELLY · ILKA CHASE · SIDNEY BLACKMER
RUTH HAMPTON · Directed by GEORGE SHERMAN
Written by FRANKLIN COEN · Produced by WILLIAM ALLAND · A Universal-International Picture

Universal International

PICTURES WITH THAT UNIVERSAL APPEAL!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Circulation Information

VOL. 75. NO. 108 NEW YORK, U.S.A., MONDAY, JUNE 7, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

SINCE only Mayor Wagner's signature remains to be affixed for Mayor Wagner's bill to collect five per cent of New York City's theatre grosses to become law, local exhibitors hardly can be blamed for losing their hopes of defeating the unfair and obnoxious measure.

It was a stacked deck from the beginning. The odds were too great.

As this department said a week ago: If the fine campaign that has been waged falls short of its goal it will be only because New York's entertainment industries were marked by City Hall as the "patsies" for a bit of political revenue-raising which it had been decided at the outset would be steamrollered through.

Unless the completely unforeseen happens, it is time now to begin the campaign to have the odious municipal tax law repealed at the earliest possible moment.

•

The most galling thing about the municipal tax is that the preponderance of evidence, building daily, makes it clear that the measure is more politically than economically inspired.

Hard-pressed exhibitors, fearful of the very continuity of their businesses, must be forgiven if they object to opening their tills to the hands of the politicos without even the clear comfort of the thought that they are contributing to the solution of municipal fiscal problems one-half as urgent as their own.

There is, first of all, clear doubt that the city requires any new or additional taxes at this time.

If it does, and only Mayor Wagner and his rubber-stamp councilmen so argue, then many more equitable and desirable means of raising revenue have been proposed. Why have they been rejected? Even the one our bleeding hearts at City Hall term the tax on the "poor workingman's glass of beer."

Is that glass, we may ask, any more sacrosanct than the low cost

(*Continued on page 2*)

N.Y.C. Admission Tax Bill To Mayor for Signature

Board of Estimate Passes Measure By Vote of 16-0; Exhibitors Still Have Opportunity for Open Hearing

By FRANCIS BACKILMAN

The New York City Board of Estimate on Friday unanimously approved for a second time the city's proposed five per cent admission tax. It was the next to last step before the bill goes to Mayor Wagner for his signature. The tax would take effect July 1.

The board's vote was 16-0, with all Borough Presidents, the City Comptroller, President of the City Council and Mayor Wagner voting in the affirmative.

After the vote, the Mayor said he did not know exactly when local exhibitors would have their last opportunity to present their case before him in open hearing. The bill must now lie on his desk for five days, not including Sunday, before he can sign it.

Indications are, since Mayor Wagner will be occupied with other business this week, that the open hearing will take place early next week. At that time, a debate is expected to take place between Budget Director Abraham Beame and independent statistician Albert Sindlinger. Sindlinger has been retained by local exhibitors

(*Continued on page 3*)

About 900,000 RKO Pictures Shares Have Been Tendered

Approximately 900,000 shares of RKO Pictures stock have been tendered by shareholders for redemption at $6 per share, it was reported at the weekend. The dead-line for the tenders is June 30 and there is no indication currently that the period will be extended.

With Floyd Odlum's Atlas Corp. holding around 1,250,000 shares and Howard Hughes owning 1,260,000 shares, it is estimated that there are approximately 500,000 shares still unredeemed. Some observers believe that those half-million shares will not be tendered.

Capitol Gets U.A.'s 'Contessa,' 'Cruz'

"The Caine Mutiny," which opens at the Capitol Theatre here on June 24, will be followed by "The Barefoot Contessa" and "Vera Cruz" in that order in accordance with booking arrangements disclosed on Friday in a joint statement issued by Eugene Picker, executive in charge of Loew's Theatres in New York, and William J. Heineman, vice-president of United Artists in charge of distribution.

The statement pointed out that the booking of the two United Artists releases would "lock up" the Broadway showcase through March, 1955 or later.

Danson Named NSS Advertising Head

Hal Danson has been appointed director of advertising, publicity and TV for National Screen Service, Herman Robbins, president, announced Friday.



Hal Danson

Danson, an industry veteran, has served as trailer production head at Paramount Studios, assistant national advertising manager for Paramount and advertising manager of Eagle - Lion Films. He recently resigned as general sales manager of Adler Communications Laboratories, engineers and builders of TV stations and TV station equipment, in which position he served the past two and one-half years.

Danson succeeds Mel Gold, whose resignation from NSS was previously announced.

SENATE FINANCE GROUP NEARS END OF TAX REVISION PROJECT

WASHINGTON, June 6.—The Senate Finance Committee hopes to finish up tomorrow or Tuesday its first round voting on the technical tax bill.

Among the sections still to be acted on are those affecting the tax treatment of foreign income, of vital interest to the industry.

On Friday, the committee approved the House-passed provisions to provide relief from double dividend taxation. Taxpayers would be permitted to exclude $50 of dividend income the first year and $100 in the second and later years. In addition, they would deduct from their final tax bills five per cent of their remaining dividends the first year and 10 per cent the second and later years.

After the committee finishes its preliminary voting, the staff will take about a week to work over the bill and then the committee will meet again for several days to vote finally on the measure. Chairman Millikin (R., Col.) hopes to finish the voting and report the bill to the Senate around June 18.

Balaban To Europe For VV Showings

Barney Balaban, president of Paramount Pictures, will sail for Europe on Wednesday aboard the S. S. Ile de France to visit several countries in conjunction with the forthcoming demonstrations of VistaVision for British and Continental exhibitors, other industry representatives and newsmen. He will be accompanied on the trip by Mrs. Balaban.

The schedule of European demonstrations of Paramount's new production and screen presentation process includes the Plaza Theatre, London, June 16; Le Paramount, Paris, June 21; the Supercinema, Rome, June 26, and the Turni Palast, Frankfurt, June 30.

While in Europe, Balaban also will consult with industry leaders on production and distribution matters in general. Additionally, he expects to visit the Southern France locations where Alfred Hitchcock's "To Catch a Thief" now is before the VistaVision cameras. Balaban will return to New York July 5.

Personal Mention

NUNNALLY JOHNSON, writer-producer-director, returned to Hollywood over the weekend from New York.

•

WALTER BARBER, Universal-International advertising production manager, is celebrating a birthday while on a one-week vacation from New York.

•

SAM GEORGE, manager of the Paramount Theatre, Atlanta, has left there with MRS. GEORGE for a vacation in Tennessee and Florida.

•

NAT L. LEFTON, retired independent distributor of Cleveland, vacationing in Hawaii from there, has undergone an emergency operation in the islands.

•

FRANK ROSS, producer, will leave here tomorrow for Europe aboard the "Ile de France."

•

EDITH HEAD, Paramount Pictures chief fashion designer, will return here from France on June 14.

•

JACK GERTZ, of Jack L. Gertz Enterprises, Cleveland, is in North Carolina from there.

•

GERRY WAGNER, Washington manager for Lopert Theatres, will leave there July 2 for Europe.

•

RICHARD HEERMANCE, British director, arrived here Friday via B.O.A.C. Monarch from London.

•

JAMES BOYLE, publicist, is in Indianapolis from New York

'Sneak' Previews for Fox's 'Royal Tour'

Twentieth-Century-Fox will introduce "The Royal Tour of Queen Elizabeth and Philip" in CinemaScope and Eastman color to U.S. and Canadian exhibitors via a series of sneak previews scheduled to commence later this month, Al Lichtman, director of distribution, announced at the weekend.

The special showings of the full-length color feature will be held in theatres in every exchange city and are planned to give exhibitors an advance look at the film capturing the highlights of the six-month 50,000-mile journey of the British ruler and her consort, and to facilitate the setting of long-range promotional plans.

Sneak previews will be scheduled during regular show hours with audiences in attendance.

Screen Extras Guild Officers Are Elected

HOLLYWOOD, June 6.—Richard H. Gordon, president of the Screen Extras Guild and all members of the administration-sponsored slate were elected at the annual election, the Guild announced to its membership at the annual meeting tonight.

Tradewise . . .

(Continued from page 1)

entertainment of the poor workingman's wife and children who might like to patronize a tax-free movie while the old man is down at the corner drinking his tax-free beer?

•

And if the city actually is in need of funds, where is the evidence that the Wagner administration has made any serious effort to economize in any department?

There is, too, the clear evidence that the Wagner administration has used and will continue to use the admission tax as a political football in its continuing joust with Gov. Dewey. Wagner's majority leader, Joseph Sharkey, told newsmen last week that the tax was going through and if the entertainment business didn't like it "they can take it to Albany and fight it there."

That is not only clear confirmation from its authors that the tax is a political, not a fiscal issue, but also that it was earmarked for steamrollering from the beginning.

The Wagner administration did not even know how much the tax would yield. It spoke first of $9,000,000 from motion picture theatres alone; then several days later denied it had made such an estimate and amended it to $4,000,000 to $5,500,000, which still reveals a liberal area of uncertainty.

•

The New York industry fought a good, a clean and an effective fight.

If merit and justice carried weight with this city administration it would have won the day handily.

Proof of that is that the City Hall whip had to be cracked repeatedly last week to keep the steam roller in motion.

The fight must be continued.

The unfair and unwarranted tax must be removed.

Johnston Briefed On Near East Trip

WASHINGTON, June 6.—Motion Picture Association president Eric A. Johnston was briefed by President Eisenhower at the White House Friday on Johnston's coming mission to the Near East. Johnston leaves on Thursday as the President's personal emissary to try to get officials of four Arab states to agree on a water resource development plan for the Near East. He is scheduled to meet the officials in Cairo on Saturday.

Hollywood Talent Is Compo Ad Theme

Hollywood personalities and their doings is the subject of the 15th Council of Motion Picture Organizations advertisement which appeared Saturday in Editor & Publisher.

Calling attention to the increasing interest and use by newspapers of photographs and stories about talent as a means of building up circulation, the ad points out that U. S. films are shown in 120 countries to a weekly audience of 245,000,000 and the combined circulation of fan magazines alone is nearly 6,000,000.

The COMPO advertising campaign is designed to acquaint the lay press with industry problems and how they affect the public

J. R. Grainger Here

James R. Grainger, RKO Radio Pictures president, arrived in New York from the Coast late last week for meetings with home office officials. He is scheduled to be in New York for several more days at least.

Para. Holds Weekend Product Sessions

A special meeting of Paramount home office executives and division managers was held here over the weekend to set plans for a series of important branch meetings on soon-to-be-released pictures and the VistaVision product and promotion program.

A. W. Schwalberg, president of Paramount Film Distributing Corp., presided at the three-day conference, with Barney Balaban, president of Paramount Pictures; Adolph Zukor, chairman of the board, and Austin C. Keough, vice-president and general counsel, joining in the sessions on Friday.

Pictures discussed included: "About Mrs. Leslie," "Knock on Wood," "Sabrina," "Living It Up," "Rear Window," "Ulysses," "Mambo," "Conquest of Space" and others.

Dowden Recipient Of High Papal Honor

Edward C. Dowden, assistant director of publicity and advertising for Loew's Theatres, has been appointed a "Knight of St. Gregory," one of the highest Papal honors that can be bestowed on a layman, according to a special message received by Archbishop Thomas E. Molloy, of the Brooklyn Diocese, from the Papal Secretary of State.

The honor was bestowed on Dowden "in approval of your edifying life of practical Catholicity and of your faithful and generous promotion of works of religion, education and charity."

Poll Shows Little Effect of TV on Kids' Film Habits

WASHINGTON, June 6.—A 1951 survey of some 1,100 school children in Ann Arbor, Mich., showed that TV had little effect on the children's movie-going habits, according to a report released today by the National Association of Radio and Television Broadcasters.

The survey showed that 75 per cent of the boys and 79 per cent of the girls, all in the fourth through 12th grades, went to the motion pictures just as much as before, that nine per cent of the boys and 11 per cent of the girls went less, and that 16 per cent of the boys and 10 per cent of the girls attended more frequently. The survey was taken after the cchildren and their families had become accustomed to telcvision—that is, it was taken among families who had owned sets for six months or more.

The survey was conducted by a Florida University professor studying for a doctor's degree at the University of Michigan.

Broadcasting was listed as the favorite means of entertainment of 87.5 per cent of the children, books as the favorite of 18.5 per cent and motion pictures ranked third with 4.5 per cent.

Donohue Given Luncheon

CHICAGO, June 6. — James J. Donohue, Paramount Pictures midwest division manager who resigned because of ill health, was tendered a farewell luncheon by his associates last week. Donohue was with Paramount for 29 years and in his last post since 1944.

SDG to Elect

HOLLYWOOD, June 6.—Screen Directors Guild will meet next Sunday evening, to elect eight new board members, eight assistant directors' council members and new officers. Highlight will be president George Sidney's annual report to membership.

fabulous speed to
LOS ANGELES


Fly United's new
DC-7 NONSTOP
"The Advance Continental"
Leave at noon. Arrive before 5 p.m. on the nation's fastest airliner! Many extra comforts, full-course meals. DC-7 service also to Chicago and San Francisco!
Starts June 18
UNITED AIR LINES

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Puhlished daily, except Saturdays. Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue. Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

In 50% of 1st Runs

Wide Screens Seen Popular In Far East

About 50 percent of the first run theatres in the Far East are already equipped with "some sort of wide screen," William Osborne, assistant export manager for Allied Artists, said here in describing the "general movement" to the new medium in that part of the world. Osborne has just returned from a trip to the Orient.

In addition, Osborne declared that two houses in Tokyo are fully equipped for screening CinemaScope productions. However, "stereophonic sound has made no impression because of technical difficulties," he added.

No TV Competition

The lack of television competition in the two main Far Eastern markets, Japan and Australia, was cited by Osborne as a definite advantage to the industry there. In Japan, he said, there are two stations, one of which is government controlled, both operating on a small budget and thus can not afford the product to offer serious competition. Australia as yet has not licensed TV, but Osborne indicated that there was one station fully equipped for transmission and that this was being met by a "well organized movement" of theatremen.

In the way of disadvantages, Osborne pointed out the increased expenses in Australia caused by high tariffs, and the outmoded import restrictions in Japan.

Osborne also announced that one of the main purposes of his journey was to initiate a new Allied Artist distribution setup in Australia. Allied Artists is now distributing some of its pictures through United Artists with first runs in the Hoyt Theatres. The previous arrangement had been with British Empire Films.

PHONEVISION TESTS IN WOR-TV TIEUP REGARDED 'SUCCESSFUL'

Zenith Radio Corp. in cooperation with WOR-TV completed its initial Phonevision testing in the New York area at the weekend. The tests, which were termed "highly successful" by Dr. Alexander Ellett, vice-president in charge of research for Zenith, took only five days although it had been expected to require approximately two weeks.

The test covered more than 150 locations throughout the station's coverage area.

Using a team of 15 engineers from Zenith's Phonevision research laboratories, Dr. Ellett had test receivers spotted throughout an area of 10,000 square miles served by WOR-TV. Included were such diverse locations as Southhampton, L. I.; Trenton, N. J.; Easton and Philadelphia, Pa.; Kingston, N. Y.; Hartford, Conn. and all other sections of the New York Metropolitan area.

Dr. Ellett Enthusiastic

"We were particularly pleased," Dr. Ellett said, "to find that throughout this vast area, including many fringe locations, our "jittered" picture was transmitted dependably and decoded reliably by our test receivers."

Dr. Ellett said that the New York test had been specifically authorized by the Federal Communications Commission. It was not a test in which the public was involved, he added, but was strictly for technical purposes. Detailed reports on the operation will be made available to the Commission when and if it considers authorization of subscription television, he stated.

"In the limited commercial test of Phonevision we conducted in Chicago," Dr. Ellett continued, "we employed telephone circuits to carry the decoding signal and clear up the picture. In this New York test no telephone circuits were employed. Both the television picture and the special codes were carried by the WOR transmission. We were pleased to find that the airborne coding method used in this extensive field test worked just as well or better than we could anticipate from our laboratory and low powered transmitter tests."

Dr. Ellett also revealed that representatives from various foreign countries were observing the test in New York.

Skouras, Lichtman To See 'Scope Report

Final footage on the special industry report on CinemaScope and stereophonic sound which will be demonstrated later this month to the trade will be viewed by Spyros P. Skouras, 20th Century-Fox president, and Al Lichtman, 20th-Fox director of distribution, in studio conferences with production head Darryl F. Zanuck.

Scoring and editing of the demonstration reel is nearly completed, it was announced. Plans call for the CinemaScope film to be presented in every exchange city in the U.S. and Canada on a five-city day-and-date basis.

Injunction to RKO On 'French Line'

INDIANAPOLIS, June 6.—Superior Court Justice John Niblack has issued RKO Radio Pictures a temporary injunction restraining Marion County prosecutor Frank Fairchild from interfering or threatening to interfere with the exhibition of "The French Line" in six theatres here.

RKO legal representatives pointed out that Fairchild, who termed the film as "obscene and indecent," was threatening action under an obsolete 1905 state statute. Justice Niblack referred the hearing to next September. Earlier the court issued a restraining order to stop Fairchild.

Mayor Wagner Gets City Tax Measure

(*Continued from page* 1)

to tabulate statistics on the state of film business in this city. They are expected to vary from those prepared by Beame.

Beame, at Friday's three and one-half hour open hearing, before the Board of Estimate voted, called a statement by Harry Brandt, president of the Independent Theatre Owners Association of New York, a "misstatement of fact," and "a downright lie." Brandt, using Sindlinger's figures, claimed Beame had set $9,000,000 as the figure expected to be realized by the city from the tax on motion picture theatres.

Brandt Asks for Oaths

Beame vehemently denied this, saying he had estimated a figure of four to five and one-half million dollars. Brandt retorted by saying: "We'll bring Sindlinger into the next opening hearing, if necessary," and he will testify under oath.

Brandt then went on to summarize the exhibitors' argument, which has been before the administration for two weeks. He said he was "shocked, amazed and very honestly frightened," at what he called, "businessmen being legislated out of business."

It was at this point, that Brandt, addressing the mayor, said Beame had told him of his $9,000,000 revenue estimate. He repeated the statement after Beame interrupted him and said, "I'd like the record on this to be clear."

Predicts Wide Closings

He then said 83 "fringe" theatres, now operating on a marginal basis, would definitely go out of business soon after the tax becomes law. "The fringe theatres at least have a fighting chance," Brandt said, but another additional 100 neighborhood houses are now in the process of closing down, he added.

Pleading with the Board of Estimate members, Brandt concluded: "Please don't put us out of business."

Two labor leaders condemned the legislation and agreed that it was: "One grand double cross by our friends." Herman Gelber, president, Local 306, Projectionists Union, made the statement, and Tom Murtha, chairman, 10th district, Theatrical Locals of New York State, Local 4, IATSE, backed him up.

Robert W. Coyne, Council of Motion Picture Organizations general counsel, speaking at the open hearing, spiked Democratic Councilman Joseph T. Sharkey's statement of Thursday urging the exhibitors to take their fight to Albany.

'A Sorry Pilgrim'

Coyne said: "The theatre industry would make a sorry pilgrim to Albany with this gun against its head." He urged the mayor to give exhibitors a stay of six months before signing the bill. "We ask for six months of life," Coyne urged, "for you to study the bona fide points of our case," he said. "Our books are open to you," he continued. "After you look at them, impose the tax," Coyne said.

Coyne proposed that the mayor name an outside agency, "either financial or statistical," to study the exhibitors' records. "That's how scared the theatre men are today," he concluded.

Officials Attend

Europe Sales Meeting of 'U' Opens Today

BARCELONA, June 6. — Following the arrival over the weekend of Milton R. Rackmil, president of Universal Pictures, and Americo Aboaf, UI vice-president and foreign general manager, preparations were completed for the opening here tomorrow of the 1954 UI European sales convention.

Also present is Universal Pictures vice-president David Lipton, who is in Europe on a tour of the company's branches and who will be guest of honor at the convention.

Included in the home office contingent are Felix Sommer, vice-president, and Fortunat Baronat, director of foreign publicity.

The New York and studio executives will meet with company supervisors, district managers, branch managers, distributors and publicity heads representing twenty-two countries in Europe and the Near East.

From Europe and Near East

Heading the list of representatives from UI's continental headquarters in Paris is Harry Novak, European general manager. Also here are John Spires, Novak's executive assistant; Dick Brett, head auditor; John Marshall, Middle Europe supervisor; Marion Jordan, Southern Europe supervisor; Andre Salib, Near East district manager, and Bernard Goldman, district manager for France, North Africa and Switzerland.

High on the convention agenda is the screening of a number of the latest productions from the U-I Studio which have been set for European release during the coming year. Among the films to be shown—the following all in Technicolor—are "The Black Shield of Falworth" and "Sign of the Pagan" in CinemaScope; "Magnificent Obsession," "The Glenn Miller Story" and "The Bengal Rifles."

Host at the convention will be UI's manager for Spain, Enrique Aguilar. Manuel Bofill, sales manager; Luis Benet, administrative manager; Mercedes Fabregas, publicity head; and the managers of UI's nine provincial branches throughout Spain will form the local delegation.

'Night' Ends Run

"Beauties of the Night," Rene Clair's comedy starring Gerard Philipe and Gina Lollobrigida, enters the 12th and final week of its American premiere engagement at the Fine Arts Theatre here today.

Feb. 28 Deadline For RKO in Cinci.

WASHINGTON, June 6. — The Justice Department has extended until Feb. 28 the deadline for RKO theatres to divest itself of the Shubert Theatre in Cincinnati. RKO's lease on the property expires on that date, and presumably will not be renewed, Justice officials said.

20th Century-Fo

The Ro



Within the next few days we will announce the dates of preview screenings for exhibitors of a truly amazing motion picture made possible only by the magic of CinemaScope.

Its title is **THE ROYAL TOUR OF QUEEN ELIZABETH AND PHILIP.**

This is the only complete, feature-length production of the thrilling adventure the whole world cheered—the six month, 50,000-mile journey of the beloved young British ruler and her handsome husband, the Duke of Edinburgh.

THE ROYAL TOUR was photographed by CinemaScope cameramen who were on the spot to record every glorious moment of this historic tour by land, sea and air.

vites you to

YAL TOUR

in

INEMASCOPE

You will share with the royal couple the entire wonderful journey. You will visit far-flung strange and exciting places of breathtaking natural magnificence. You will take part in colorful ceremonies and watch unusual native rituals and dances, many of them never before filmed.

You will travel with Elizabeth and Philip from London Airport to span great continents. You will visit the Fiji Islands, Tonga, New Zealand and Australia, the Cocos Islands, Ceylon, British Southwest Arabia, Uganda in British East Africa, Malta and Gibraltar. And you will sail the Mediterranean and the Atlantic on the triumphal return to England.

The showings of THE ROYAL TOUR OF QUEEN ELIZABETH AND PHILIP will be held in all 20th Century-Fox exchange centers in the United States and Canada.

Watch for the date in your area, and be sure to see this superb entertainment. Then book it and play it to the everlasting delight of your patrons.

Al Lichtman,
20th Century-Fox

Eastman Color Film Issue Before FTC; Hearings Ordered

WASHINGTON, June 6. — The Federal Trade Commission has ordered hearings to determine whether a 1944 order against Eastman Kodak Co., involving color film, should be further modified.

Eastman has asked the suspension of the 1944 order, which restricted the company's resale price maintenance practices. The original order prohibited Eastman from enforcing any resale price maintenance on its Kodachrome film or magazine film, on the ground that these products were "not in free and open competition with commodities of the same general class." In 1947, the order was modified to suspend the applicability to Kodachrome so long as Ansco color film is being sold in competition with Kodachrome.

Eastman now contends that the entire order should be suspended because Kodachrome is being sold in competition with many color films and that General Aniline and Film is now selling color film competitive with Eastman's magazine film.

FTC attorneys denied this contention, however, and the commission set the matter for hearings before FTC hearing examiner James A. Purcell.

'Temptress' to Ellis

Jack Ellis, president of Ellis Films, announces the acquisition of the Italian film "The Temptress," which stars Anna Maria Ferrero. Associated with Ellis Films in this production is George Chasanas.

Review

"The Unconquered"

(Albert Margolies)

THE career of Helen Keller, who has been deaf, dumb and blind since infancy, is one of the great human interest stories of all time. Here is a woman who, despite her handicaps, has achieved success in a wide variety of endeavors and "The Unconquered" faithfully traces not only the highlights of her life, but her day-by-day activities.

Produced by Nancy Hamilton, who had no particular training in the mechanics of film-making but with a rich background in the theatre, the picture holds intense interest for audiences of all classes. This was evidenced at a "sneak" preview which was attended by large groups of teen-agers. It might be presumed that such an audience would become restless because of the off-beat subject matter in its relation to juvenile interests, but it was a credit to the production values to observe the intense fascination shown by the youngsters in the film.

Therefore, both adults and children are likely to marvel at the manner in which Miss Keller goes about her daily life, typing, cooking and doing practically all the things that people who have speech, sight and hearing are accustomed to doing. There also are scene clips from a feature which Miss Keller made in Hollywood many years ago, as well as shots made on her visits to foreign countries.

Katharine Cornell narrated the subject from commentary written by James Shute. While excellent for specialized theatres, the picture could fit well into the program of conventional theatres.

Running time, 54 minutes. General classification. For release in June.

A. S.

FTC's Ellen Love Retiring From Post

WASHINGTON, June 6. — Miss Ellen L. Love has retired as chief of the Federal Trade Commission's Division of Export Trade.

In that post she supervised the activities of the Motion Picture Export Association and other film export groups organized under the Webb-Pomerene Act.

Miss Love has been with the commission for the past 34 years.

'Carnival' Selected For Berlin Festival

The German version of "Carnival Story," the King Brothers production which RKO Radio is releasing, has been nominated by the Board of Exhibitors for showing at the Berlin Festival which begins June 22.

Titled "Rummelplatz Der Liebe," the German version co-stars Eva Bartok and Curd Jurgens. Herman King, accompanied by his mother, Mrs. Sarah King will go to Germany as representative at the Festival.

The American version of "Carnival Story" co-stars Anne Baxter and Steve Cochran.

Women's Clubs Cite Fox, Harriet Parsons

DENVER, June 6. — The motion picture division of the General Federation of Women's Clubs cited 20th Century-Fox's "Demetrius and the Gladiators" as the studio's most important film for the first half of 1954 and RKO producer Harriet Parsons for her work on "Susan Slept Here."

The citation, which also acclaims "The Robe," the first CinemaScope picture, as 20th-Fox's best production of 1953, will be presented to the film company by Mrs. Dean Gray Edwards, chairman of the motion picture division, which concluded its week-long convention here at the weekend.

Legion Reviews 3; Calls One 'C,' 2 'A'

"Le Plaisir" has been condemned by the Legion of Decency in its weekly review which included three pictures. The other two films, "On the Waterfront" and "Challenge the Wild," were placed in Class A, the former in Section 2, the latter in Section 1.

Join 25-Year Club

VANCOUVER, B. C., June 6.— After working together in the same Orpheum Theatre projection booth for 27 years, Bill McCarthey and Sam Ellerington will be inducted into the Famous Players 25-Year Club along with Ron Martin, Strand stage manager, and Walter Bennett, manager of the Capitol Theatre at Vernon, B. C.

It's The Outstanding Event Of The Year!

THE ANNUAL FILM INDUSTRY GOLF TOURNAMENT AND FUNFEST

Sponsored by Cinema Lodge, B'nai B'rith

Vernon Hills Country Club

Tuckahoe, New York

Thursday, June 10th

It's Going to Be Bigger Than Ever
More Fun! More Prizes!

YOU HAVE ONLY A FEW DAYS LEFT TO GET YOUR TICKET
(Call LOngacre 5-4566 for information)

Harold Rinzler—
Marvin Kirsch, Co-Chairmen Golf Committee
Cinema Lodge, B'nai B'rith
229 West 42nd Street, New York 36

Please enter me in the Film Industry Golf Tournament to be held on Thursday, June 10, 1954, at the Vernon Hills Country Club at Tuckahoe, New York. Enclosed is my check for $20.00. ($10 if you come only for the Banquet.)

ADDRESS .....

NAME .....

IMPORTANT: PLEASE FILL IN YOUR LAST THREE SCORES AND, WHEN POSSIBLE, YOUR CLUB HANDICAP.

LAST THREE SCORES: ☐ ☐ ☐ **CLUB HANDICAP:** ☐

CLUB: .....

In the THEATRE Equipment *& Refreshment* World . . .

. . with RAY GALLO

"CAMICIDE" is the name of a new odorless insect spray developed by Campbell Chemicals Inc., St. Louis. The company states that it is designed to be particularly effective for mosquito control at drive-in theatres and for head lice control in seating areas and grain moth control in popcorn storage areas for indoor theatres. The spray is non-poisonous and non-irritating, according to the manufacturer. It is sold in 8-ounce and 16-ounce sizes and is also available in a handy 12-ounce aerosol dispenser.

•

RCA has sent us a brochure describing and illustrating components of its "Stereoscope" sound system. The catalogue pictures and lists specifications for the button-on soundhead, "audio-sync" amplifiers and sound speakers. Those desiring a copy should write for Form 2R8932, to the Engineering Products Division, RCA, Camden, N. J.

•

A. & M. Karaghcusian, Inc., New York, manufacturer of Gulistan carpets, has introduced a new tufted quality called "Chanteclair." It is a nubby, high-pile carpet made of 100% Avisco special carpet rayon. Available in 9, 12 and 15 foot widths, the carpet comes in the following colors: Bali Turquoise, Coronado Gold, Monterey Green, Blond Ivory, Nile Green, Anzac Beige, Gunmetal Gray, Caribou Beige, Silver Haze and Balsam Green. The carpet also has a sturdy, all-jute back.

•

The Carpenter Mfg. Co., Boston, has announced redesigning of its automatic emergency lighting unit with a number of new features. It has a glass jar battery, non-automotive type, designed to deliver 91 per cent of rated capacity after 30 minutes of use. New features include external switches for quick testing and other switches control the battery charger and disconnect the lampheads should the unit be taken out of service.

•

Majestic Enterprises, Ltd., Los Angeles, has added a new model (No. 820-R) to its line of refrigerated juice dispensers. It is equipped with an illuminated dome and cascades for counter display. Adaptable to smaller operations, the unit is called the "Illuminated Cascade, Jr." It is 32 inches high and requires counter space 13½ by 14 inches. The capacity is about 6 gallons.

•

The Steelcote Manufacturing Co. of St. Louis has announced a new enamel-type coating designed to dry in 20 minutes when applied as directed to floors, walls or machinery. The coating is called "Steelcote Quick-X," and it can be applied to wood, concrete, terrazzo, magnesite and mosaic tile floors and walls or with proper primer to metal. It is made in black, white, clear and five colors.



REVENGE erupts into a frantic man-hunt...in this starkly dramatic picture of the Pioneering West!

JOHN PAYNE · LIZABETH SCOTT · DAN DURYEA

in

SILVER LODE

print by TECHNICOLOR

with DOLORES MORAN · EMILE MEYER · HARRY CAREY, Jr. · ALAN HALE, Jr.

Directed by ALLAN DWAN · Story and Screenplay by KAREN DeWOLF · Produced by BENEDICT BOGEAUS

Distributed by RKO RADIO PICTURES



THE FANS WANT ACTION!

"Exciting from start to finish!" —HARRISON'S REPORTS

"Lively western with taut action! Should bring in healthy returns!" —HOLLYWOOD REPORTER

"Should make a worthwhile showing. A grim and relentless game of pursuing and pursued." —SHOWMEN'S TRADE REVIEW

"Tense cavalry-Indian entry for the action market! Suspenseful story line assures general interest!" —DAILY VARIETY

"Good deal of action . . . holds interest!" —EXHIBITOR

"Will satisfy wherever action pictures or cowboy fare is favored. Thrilling Indian attacks!" —BOXOFFICE

"Good supply of rugged action! Suspenseful story . . . plenty of fast movement!" —VARIETY

GIVE 'EM



"The YELLOW TOMAHAWK"

Aubrey Schenck Presents

Starring

RORY CALHOUN · PEGGIE CASTLE

COLOR BY COLOR CORP. OF AMERICA

Featuring NOAH BEERY · WARNER ANDERSON · PETER GRAVES · LEE VAN CLEEF · RITA MORENO

A SCHENCK-KOCH Production · Produced by Howard W. KOCH · Directed by Lesley SELANDER

Richard Alan SIMMONS

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35TH ANNIVERSARY 1919 UA 1954

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 109 NEW YORK, U. S. A., TUESDAY, JUNE 8, 1954 TEN CENTS

MPAA Mobilizing Industry To Fight N.Y.C. 5% Tax

Johnston Calls Special Board Meeting for Tomorrow; Company Heads Join in New Strategy Session to Map "All-Out Fight"

By FRANCIS BACKILMAN

Eric Johnston, president of the Motion Picture Association of America, yesterday joined New York City exhibitors and union leaders in their fight against the city's proposed five per cent amusement tax. Johnston yesterday announced an emergency meeting of the MPAA board of directors will be held tomorrow morning to consider "an all-out fight" by the industry against the levy.

With Mayor Wagner expected to sign the bill putting the tax into effect, within the next 10 days, Johnston said the mobilization of the industry would begin immediately and continue until the tax is repealed.

In calling the emergency conference, Johnston emphasized the fact that the tax will have a serious effect on all branches of the New York film industry, including producers and distributors whose home offices are in the city. In announcing the meeting of the MPAA board, which will include the

(*Continued on page 5*)

Firestone Deal For Paramount Theatre Is Set

TV Show to Originate There Starting June 21

The deal whereby the Paramount Theatre will be the outlet for "The Voice of Firestone," a half hour simulcast over the facilities of the American Broadcasting Co. radio and television networks, has been concluded with the first show scheduled to begin June 21 from the Broadway showcase, it was announced here yesterday by Raymond C. Firestone, executive vice-president of Firestone Tire & Rubber Co., and Robert E. Kintner, president of ABC.

Paramount Theatre officials will meet today, it was learned, with ABC officials to determine the closing time of the house on Mondays.

The program, which has been on the air for the past 25 years, will originate on June 14 from the ABC network's television center here, 8:30 to

(*Continued on page 4*)

'Code Is Industry's Bulwark Against Censoring': Stevens

HOLLYWOOD, June 7. — "The Production Code has been the industry's greatest bulwark and strongest protection against censorship incursions by individuals and groups whose aims and purposes could be motivated by self-interest," producer-director George Stevens told 1,500 delegates to the 63rd national convention of the General Federation of Women's Clubs in Denver last Friday.

Stevens said the Production Code Administration and the Academy of Motion Picture Arts and Sciences share the major credit for influencing high standards of taste, entertainment quality and the public prestige enjoyed

(*Continued on page 6*)

Lasser, Formerly of D of J, Joins 'U'

Harold Lasser, for the past 10 years special assistant and trial attorney for the Anti-Trust Division of the U. S. Department of Justice in New York, has joined the legal staff of Universal Pictures here under Adolph Schimel, vice-president and general counsel of the company.

In his capacity with the Anti-Trust

(*Continued on page 6*)

Marciano Fight Film For UA Distribution

Worldwide distribution rights to the film of the forthcoming world heavyweight title bout between Rocky Marciano and Ezzard Charles have been acquired by United Artists. The contest, which will be held at the Yankee Stadium on June 17, will not be televised for home viewing, but will be telecast on a closed circuit to theatre outlets.

Enough to Disturb Will Hays' Sleep

INDIANAPOLIS, June 7. — Mysterious sounds that some in southern Indiana swear they have been hearing in sleepless nights recently, might well be the late Will H. Hays, former president of the Motion Picture Producers and Distributors of America, and staunch champion of the industry's Production Code, turning in his grave.

The attorney of record in RKO Radio Pictures' legal maneuvers here to restrain the Marion County prosecutor from banning "The French Line" from exhibitions is none other than William M. Evans, a member of the law firm of Hays & Hays of Sullivan, Ind. The picture has no Code seal of approval and the M.P.A.A. has levied a $25,000 fine against RKO Radio for releasing it. The law firm was founded by Hays' father. Hays and his brother, Hinkle Hays, headed it until the former's death this spring

Balloting Jan. 1-15

COMPO Group Sets Plans For Annual Audience Poll

Detailed plans for an annual national audience poll to determine the public's choice of the best picture of the preceding year, the best performances and the new young male and female personalities giving the greatest promise were submitted yesterday to the Council of Motion Picture Organizations triumvirate by the special committee of theatre advertising executives named by COMPO to explore the possibilities of such a poll.

In a statement issued through COMPO, the poll committee, which held meetings all day Saturday and Sunday at the Hotel Astor here, gave support to the idea of an annual audience poll, stating the belief that such an expression of patrons' opinions would stimulate public interest in pictures and have a pronounced beneficial effect on the box-office.

Quarterly television shows, as well as television coverage of the annual awards, are included in the committee's recommendations.

Although it declined to make public the complete details of its recommendations, pending approval of the overall plan by the COMPO triumvirate, the committee revealed in its statement that the plan calls for the

(*Continued on page 6*)

TOA LEADERS TO CONFER WITH PRODUCTION HEADS ON PRODUCT

Theatre Owners of America president Walter Reade, Jr., and other organizational leaders will meet with the production heads of the major film companies and of independent companies on the Coast next week to discuss the current shortage of product, it was announced here yesterday by the exhibitor group.

Reade, Herman M. Levy, TOA general counsel, and Albert M. Pickus, TOA vice-president, are on the West Coast for conferences with TOA regional affiliates and for the special summer meeting of the executive committee and board of directors of the theatreman's group at the Beverly Hills Hotel, June 17-19.

It is expected that the showmen will meet with the production heads prior to the start of the conferences.

The TOA head, who recently stated

(*Continued on page 6*)

Stoner Heads Para. Central Division

The appointment of Bryan D. (Buck) Stoner as central division manager of Paramount Film Distributing Corp. was announced here yesterday by A. W. Schwalberg, president. Stoner succeeds James J. Donahue who resigned due to ill health.

Stoner, an industry veteran, has filled important executive sales posts with M-G-M and 20th Century-Fox. He assumes his new duties immediately.

Personal Mention

DORE SCHARY, M-G-M vice-president in charge of production, has cancelled his projected trip East.

•

FRANCES HARDING, New England motion picture trade press correspondent, was discharged yesterday from Baker Memorial Hospital, Boston, following an operation last week. She will return to her work in about a week.

•

JOHN J. SCULLY, SR., New England distributor, reports the birth of his 10th and 11th grandchildren last Wednesday; a daughter to MRS. MOLLIE SCULLY BURKE, of Buffalo, and a son to PETER SCULLY, of Hollywood.

•

GEORGE A. SMITH, Paramount Pictures Western Division manager, and H. NEAL EAST, assistant division manager, left here yesterday for Los Angeles.

•

ROBERT J. O'DONNELL, vice-president and general manager of the Interstate Circuit, and MRS. O'DONNELL have arrived in New York from Dallas.

•

MARTIN QUIGLEY, JR., editor of MOTION PICTURE HERALD, and MRS. QUIGLEY have announced the birth June 5 of a daughter, KAREN MARY.

•

BERNARD JACON, vice-president of I. F. E. Releasing Corp., in charge of sales and distribution, will arrive in Chicago today from New York.

•

LOREN L. RYDER, research executive at the Paramount studios, will leave New York today for London via B.O.A.C. Monarch.

•

TOM ROGERS, radio-TV contact for M-G-M, is recuperating at home here following discharge from Flower Hospital.

•

MURRAY SILVERSTONE, president of 20th Century-Fox's International Corp., left New York yesterday for California.

High Court Rests; Film Case on Docket

WASHINGTON, June 7.—The Supreme Court quit for the summer today and won't meet again until Oct. 4.

Only one case of interest to the film industry is now pending on the docket—the government's appeal of its anti-trust suit against the Shubert legitimate theatre organization, which might have ramifications affecting the film industry. This will be argued in the fall. Other film cases could be filed over the summer.

Houseman SPG Editor

HOLLYWOOD, June 7. — Arthur Freed, president of the Screen Producers Guild, today named John Houseman editor of the organization's "Journal."

Para. to Distribute Nixon Film for U. S.

WASHINGTON, June 7.—Paramount Pictures will undertake for the Government the overseas distribution of a two-reel short showing Vice-President Nixon's recent round-the-world tour, according to Andrew W. Smith, Jr., head of the film section of the U. S. Information Agency.

The Paramount action is in line with a recent USIA policy of attempting to get wider foreign distribution for government propaganda shorts by having them distributed through regular commercial channels by U. S. film distributors. Title of the Nixon film is "Vice-President Nixon, Ambassador of Friendship."

More Prize Donors For Golf Tournament

Additional prize donors in the third annual film industry golf tournament and banquet to be sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, N. Y., on Thursday were announced yesterday by Martin Levine, chairman of the tournament.

The additional donors are Skouras Theatres, Century Circuit, Cinema Circuit, Monroe Greenthal, National Carbon Co., Ted Ebenstein, Rowe Cigarette Co. and Swank Shirt Shops.

Smith Wins Round In Lippert Action

Judge Brisach in New York Supreme Court yesterday denied Lippert Productions' motions for separate causes of actions in the suit brought by Joseph Smith, former sales manager, against the company. Lippert was given 10 days in which to answer the original complaint. Smith is represented by Harry Pimstein.

Smith charged breach of employment contract and breach of a participation agreement in the sale of certain Lippert productions.

'Pinocchio' in 3rd Month in Chicago

CHICAGO, June 7.—Walt Disney's "Pinocchio," in its current national re-release, set a precedent when it began a third month at the weekend at the Loop Theatre here.

Instead of slackening, business has been picking up, according to the management which reports that grosses for the eighth week have surpassed those for the two previous weeks.

To Attend SPG Meet

Screen Publicists Guild of New York president Harry Hochfeld, accompanied by Marty Blau, George Nelson, Leo Israel and Scotty Matz, will attend the District 65-RWDSU (CIO) meeting in Atlantic City this weekend.

'Nile' to Palace

Leonard Goldstein's "Princess of the Nile" will open at the Palace Theatre here on Friday.

Berger Orders 'Scope For 3 Theatres

MINNEAPOLIS, June 7. — Benjamin N. Berger, president of North Central Allied, and one of the outspoken critics of CinemaScope since its introduction by 20th Century-Fox last fall, has ordered installations of complete CinemaScope equipment, including stereophonic sound, in three theatres of his circuit. The theatres are in Fergus Falls, St. Peter and Hastings, Minn.

Boston Group Urges U.S. Censor Board

BOSTON, June 7—The Boston Civic League is undertaking a move for the establishment, by Congress, of a National Censorship Commission which would have jurisdiction over motion pictures, television, radio, plays, books and picture magazines.

J. Ralph Granara, executive secretary of the Civic League, has sent letters urging the formation of the national censor board to all Massachusetts Congressmen. The Civic League is acting on the premise that such a commission would be a means of curbing juvenile delinquency.

Scollard Resigns As Aide to Robbins

C. J. (Pat) Scollard has resigned as executive aide to Herman Robbins, National Screen Service president. The resignation was effective as of last Friday.

Scollard joined National Screen a year ago. Previously he had served in such executive capacities as vice-president of United Artists and assistant to the general sales manager of Paramount Pictures. Scollard said he would announce his future plans shortly.

RKO Tenders Pass Half-Million Mark

Sol A. Schwartz, president of RKO Theatres Corp., announced that as a result of the recent invitation for tenders of stock from its stockholders, a little over a half-million shares had been tendered and accepted.

Loew's Heads to Coast

Nicolas M. Schenck, Loew's president; C. C. Moskowitz, Charles M. Reagan and Howard Dietz, vice-presidents, are scheduled to leave here for the Coast on Friday to spend the greater part of next week at the studio looking at new product. The visit, originally scheduled for this week, was postponed.

'Hobson' in N. Y. Monday

United Artists has scheduled the American premiere of "Hobson's Choice" at the Paris Theatre here next Monday. The film, produced by David Lean, stars Charles Laughton, John Mills and Brenda De Banzie.

Pettersson, Swedish Leader, Sees New Media on March

HOLLYWOOD, June 7.—Eric A. Pettersson, president of the Swedish Motion Picture Exhibitors Association, today told a press luncheon that the theatre business is Sweden is "tremendous" as the annual two-month summer let-down season approaches. Most Swedish exhibitors will take advantage of the summer lull to install larger screens or expand present ones, Pettersson said, due to a general feeling in Swedish exhibition circles that the largest practicable screens, compatible with normal viewing habits, represent a logical step forward.

In America to inspect projection systems and related technological developments, Pettersson, whose 42 years in the film industry embrace production and distribution as well as exhibition, said VistaVision satisfies all his requirements.

Budd Rogers to SRO For 4 Re-releases

HOLLYWOOD, June 7. — Frank J. Davis, Jr., president of Selznick Releasing Organization, has announced the appointment of Budd Rogers to supervise the re-release and distribution of four Selznick features scheduled for early re-release, with Rogers headquartering in New York. The pictures are "Duel in the Sun," "Spellbound," "Rebecca" and "Tom Sawyer."

Coast IA Laboratory Local Backs Brewer

HOLLYWOOD, June 7.—IATSE local 683, Laboratory Workers, voted at a Sunday meeting to instruct its 26 delegates to vote for Roy M. Brewer for presidency in the organization's biennial election, at Cincinnati in August. The local also donated $2,500 to the Brewer campaign fund.

'Gorilla' Set for Globe

"Gorilla At Large," Technicolored Panoramic Production released by 20th Century-Fox, will open at the Globe Theatre here on Friday.

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FREDRIC MARCH • WALTER PIDGEON • SHELLEY WINTERS
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and SPECTACULAR STAGE PRESENTATION

ALFRED HITCHCOCK'S
"dial M for Murder"
IN WARNERCOLOR
RAY MILLAND • GRACE KELLY • ROBT CUMMINGS
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PRESIDENT

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Television--Radio

with Pinky Herman

EVER since they hit the big time back in 1930 Kate Smith and Ted Collins have discovered hit songs, talented songwriters, budding authors and, of course, singers, dancers, actors, etc. Monday, in conjunction with Newsweek, Kate, Ted and Theodore F. Mueller, publisher of Newsweek, named the three college students whose campus newspaper articles were voted best and for which the trio, Ellis Auburn, Texas Christian U., William Jones, Montana State U., and Geraldine Kirschenbaum, Barnard College, will be given jobs on the staff of Newsweek for the entire summer—WITH PAY—of course. . . . Special counsel to the Senate Sub-Committee Ray H. Jenkins, told ABCorrespondent Gunnar Back that the hearings 'may be completed in a week or so.' . . . George Burns and Gracie Allen, accompanied by Mary Livingstone in town for a vacash, with La Livingstone heading for Europe. Other Europe-bound Hollywoodians are Joan Caulfield, CBStar of "My Favorite Husband," and hubby Frank Ross, sailing June 17.

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'Lode' in Miami Beach

Benedict Bogeaus' "Silver Lode" will begin a three-theatre pre-release date on Thursday in Miami Beach. The Technicolor western drama which goes into general release June 23, has been booked also for June 16 by Keith's Memorial Theatre, Boston.

United Artists Plans 10 'Apache' Openings

Ten key regional premieres have been set by United Artists for "Apache," Hecht-Lancaster feature with color in Technicolor and starring Burt Lancaster and Jean Peters, it was disclosed yesterday by William J. Heineman, UA vice-president in charge of distribution.

The key-area premieres will start at the Roosevelt Theatre, Chicago, on June 30 and will be followed the next day at the United Artists in San Francisco and at Loew's Ohio Theatre in Columbus on July 2. On July 3 the picture will open at the State and Orpheum in Boston, the State in Cleveland, the Penn in Pittsburgh, the State in New Orleans and the Poli Theatres in Bridgeport and Hartford.

Florida Manager Shifted

TALLAHASSEE, Fla., June 7.—Dick Mullens, former manager of the Capital-Drive-In Theatre here, has been named manager of the Capital Theatre, Plant City, Fla.

Mullens replaces the late Byron Cooper.

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Robert L. Jacks has been assigned to produce and Robert Webb will direct the picture, which will be made in its entirety on location. Production is scheduled to start July 5.

'Lode' in Miami Beach

Benedict Bogeaus' "Silver Lode" will begin a three-theatre pre-release date on Thursday in Miami Beach. The Technicolor western drama which goes into general release June 23, has been booked also for June 16 by Keith's Memorial Theatre, Boston.

LOOK TO FILMACK FOR THE FINEST ANNOUNCEMENT TRAILERS
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United Artists Plans 10 'Apache' Openings

Ten key regional premieres have been set by United Artists for "Apache," Hecht-Lancaster feature with color in Technicolor and starring Burt Lancaster and Jean Peters, it was disclosed yesterday by William J. Heineman, UA vice-president in charge of distribution.

The key-area premieres will start at the Roosevelt Theatre, Chicago, on June 30 and will be followed the next day at the United Artists in San Francisco and at Loew's Ohio Theatre in Columbus on July 2. On July 3 the picture will open at the State and Orpheum in Boston, the State in Cleveland, the Penn in Pittsburgh, the State in New Orleans and the Poli Theatres in Bridgeport and Hartford.

Florida Manager Shifted

TALLAHASSEE, Fla., June 7.—Dick Mullens, former manager of the Capital-Drive-In Theatre here, has been named manager of the Capital Theatre, Plant City, Fla.

Mullens replaces the late Byron Cooper.

Thank you, Mr. WILBUR SNAPER

for the opportunity to prove that our VIDOSCOPE ANAMORPHIC LENS is a better buy than any of its competitors.

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Ross Sees No Standardizing Of New Media

Expressing the belief that there never will be a standardization of media and that overseas production by American producers will increase, Frank Ross, 20th Century-Fox producer, said here yesterday that theatres should be able to show films in any form.

Each company thinks its new medium is best, the producer of "The Robe" and its sequel, "Demetrius and the Gladiators," said during a trade press conference in his Hampshire Hotel suite here.

Wants Films 'In All Forms'

"Theatres should have films available to them in all forms," Ross stated. While an advocate of CinemaScope and stereophonic sound, Ross, the first producer to utilize that medium, stated that "CinemaScope films will lose a lot in value if they are shown in theatres in conventional ratios."

Preparing at present for a summer-long trip through Europe where he will visit all 20th-Fox exchanges on behalf of "Demetrius" promotion, Ross said that his next production will be "Alexander, the Conqueror," a story which will be filmed in India around December. "There will be much greater production by U.S. producers overseas due to the lower costs," he said.

Ross, who has had a percentage interest in his past two CinemaScope productions, stated that more studios will find it advantageous to have percentage deals with producers and directors. "If a producer knows his own financial return is involved in the film making he will be more careful and have much more concern over the workings and costs of all departments," he said.

Has No Contract

Ross. who has no contract with 20th-Fox, is having Louis de Wohl write the screenplay of his next production which will be filmed in CinemaScope and Eastman color.

Ross said that to his knowledge, "The Robe" has returned about $18,000,000 to the studio to date from U.S. exhibitions. The budget for the first CinemaScope feature was $4,500,000, he said, while the budget for "Demetrius" was $2,500,000. "By using some of the sets from 'The Robe,' we saved some $200,000," he pointed out.

Science Fiction Film Acquired by AA

HOLLYWOOD, June 7.—Allied Artists has completed negotiations for the worldwide distribution of "Target Earth," a science fiction picture to be filmed by Abtcon Pictures, Inc., which headquarters at General Service Studio.

The screenplay by William Raynor, based on a magazine story, "Deadly City," authored by Paul W. Fairman, will be produced by Herman Cohen, president of Abtcon. Sherman A. Rose will direct the film for which Cohen now is negotiating for two stars to head the cast.

The production has been given a June 23 starting date.

Lauds Code

(*Continued from page* 1)

by the motion picture art-industry today.

Praising Code Administrator Joseph I. Breen and his staff, Stevens said, "The code is not the opinions or rules of a group of people, but rather the year-to-year yardstick of social behaviour and good taste. It is public opinion itself. Beyond this, it is the audience's protection and security that when they go to the movies they will not be affronted, embarrassed or insulted by what transpires on the screen."

Praises Brackett

Lauding Academy President Charles Brackett and its executive director Margaret Herrick for their work in connection with the Academy, he said, "The industry receives general benefit in increased revenues, since Academy incentive influences all films for the better all the way down the line, not just those nominated and selected."

The Federation presented Stevens with a plaque for "Shane" as an outstanding demonstration of the American heritage.

Lasser

(*Continued from page* 1)

Division, Lasser was involved in many of the Government's anti-trust cases involving the motion picture and allied entertainment fields. He is a graduate of the University of Michigan.

'Raiders' to Globe

"Hell Raiders of the Deep," an Italian-produced American-language film about the underwater exploits of Italian 'frog men' has been booked into the Globe Theatre to follow "Gorilla at Large."

TOA Leaders

(*Continued from page* 1)

in conjunction with Ben Marcus, Allied States president, that there was a "paucity of product" during May and June, said "we certainly recognize the fact that new processes as well as an increased number of epic pictures have caused a decrease in the number of pictures produced—and, just as certainly, we are not pleading for quantity rather than quality."

"We are convinced that once a closer liaison is established between the producer and the exhibitor, we can have a sober and sincere meeting of the minds that will bring hope and prosperity to our industry," Reade asserted.

Some companies have already expressed a desire for such "across the table" discussions. Prior to the start of the Beverly Hills conferences, Universal Pictures will honor the TOA executives with a cocktail party.

Reade, Levy, and Pickus, will attend special meetings of the Theatre Owners of Washington, Northern Idaho and Alaska at the Olympic Hotel, Seattle, today; Oregon Theatre Owners at the Benson Hotel, Portland, Ore., tomorrow, and Northern California Theatres Association at the St. Francis Hotel, San Francisco, on Thursday.

Gaughan at Va. Meet

George Gaughan, field representative for the Theatre Owners of America, will represent the TOA at the convention of the unaffiliated Virginia Motion Picture Theatres Association at Old Point Comfort which starts today.

Gaughan will address the convention tomorrow. The conclave will end Thursday.

Compo Planning Its Poll

(*Continued from page* 1)

first balloting to be held next Jan. 1-15 inclusive. This poll would determine the public's choice of the best picture released during 1954, the best male and female performances and the most promising new young male and female players who attracted public attention during 1954.

Emphasizing that the poll must be given time in which to attain its full possibilities, the committee expressed the hope that 5,000 theatres would participate in the first balloting next January. The committee also stressed that the cost to the individual participating theatres would be nominal, consisting largely of expenditures for minor accessories and printed ballots.

"We wish to make it absolutely plain," said Mrs. Alice N. Gorham of United Detroit Theatres, who was elected chairman of the poll committee, "that this is in no sense a contest. It is a free, unhammeled vote expressing the choice of the movie theatre patrons of America in the five categories designated on the ballot. There will be no gimmicks and the only prizes will be the symbolic awards given the winners."

Besides Mrs. Gorham, the audience poll committee consisted of Ralph W. Russell of the Palace Theatre, Canton, O., who was elected committee secretary; Emil Bernstecker of the Wilby-Kincey Service Corp., Atlanta; Paul Levi of the American Theatres Corp., Boston: Senn Lawler, Fox Midwest Amusement Corp., Kansas City, and William A. Carroll, executive secretary of Indiana Allied, who represented Roy E. Kalver of the Adams Theatre, Decatur, Ind., named as representative of national Allied.

At its opening session Saturday morning the committee was welcomed by Wilbur Snaper, one of the COMPO governing committee; Robert W. Coyne, COMPO special counsel, and members of the COMPO press relations committee, consisting of Harry Mandel, chairman; Harry Goldberg, Oscar A. Doob, Kenneth Clark and Jerry Pickman. Charles E. McCarthy, COMPO information director, also attended the committee sessions.

Independence Stressed

Snaper and Coyne emphasized that the committee had a completely free rein in its deliberations and that it was under no obligation even to recommend an audience poll unless it believed such a project was desirable.

After COMPO's purpose in calling the meeting had been explained the members of the audience poll committee were left to themselves to organize and carry on their own discussion without interference. Coyne and McCarthy sat in later at the committee's sessions as observers.

Booths Sold for TESMA Show Now Total 72

Seventy-two of the 144 exhibit booths allocated to members of the Theatre Equipment and Supply Manufacturers Association for the annual TESMA-Theatre Owners of America convention in Chicago next fall were sold the first day after they were offered, TESMA announced yesterday. Roy Boomer, TESMA secretary, said he expected that the remaining booths would be allocated within the next few weeks. The joint convention also will include the Theatre Equipment Dealers Association and the International Popcorn Association. Sessions and exhibits will be held at the Conrad Hilton Hotel on Oct. 31-Nov. 4.

Among the early booth lessees are: Neumade Products, International Projector, Theatre Specialties, Griggs Equipment, C. Cretors & Co., Superior Electric, Edward H. Volk, Pepsi-Cola, Ideal Seating, Adler Silhouette Letter Co., Projection Optics, Raytone Screen, Automatic Devices Co., Ballantyne Co., Heywood-Wakefield, Motiograph, Coca Cola, Drive-in Manufacturing Co., Strong Electric, Bausch & Lomb, Everfrost Sales, LaVezzi Machine Works, Eprad Co., American Seating, Wenzel Projector Co., J. E. Robin, Inc., National Carbon, Kollmorgen Optical Corp., C. S. Ashcraft Manufacturing Co., Century Projector Corp., Miracle Whirl Sales Co., Wagner Sign Service, Norpat Sales, Inc., and RCA Victor Division of Radio Corp. of America.

Kansas City Council Kills Curfew Move

KANSAS CITY, June 7.—The city council has killed an ordinance which would have required all persons aged 17 and under to be off the streets and away from public places between midnight and 5 A.M. Under such an ordinance, it had been pointed out, exhibitors might be held culpable if such persons were found in their theatres after midnight. The council vote on the measure, which had been backed by parent-teacher groups, was 7 to 2.

Two other curfew ordinances had been defeated here previously, one in 1943 and a second in 1949.

Al Swett Wins SW Showmanship Award

HARTFORD, June 7—Al Swett, manager of the Avon Theatre, Utica, N. Y., has been named winner of the March Showmanship Award in the Stanley-Warner Theatres' Northeastern zone.

Harry Feinstein, zone manager, and J. M. Totman. announced other winners: Robert Howell, Port, Newburyport, Mass., second; and Joseph S. Borenstein, Strand, New Britain, Conn., third.

Title of "Manager of the Month" also went to the Utica manager.

'Lancers' Bows Here

Columbia's "Charge of the Lancers," will have its New York area premiere at the Loew's Metropolitan, Brooklyn, tomorrow.

FIRST IN FILM NEWS

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Accurate Concise and Impartial

VOL. 75. NO. 110 NEW YORK, U. S. A., WEDNESDAY, JUNE 9, 1954 TEN CENTS

3-MONTH DRIVE BY S-W HONORS SI FABIAN'S 40th ANNIVERSARY

Stanley Warner circuit managers will engage in a summer-long showmanship drive in observance of the 40th anniversary in exhibition of Si H. Fabian, president of the organization.



Si H. Fabian

Managers will have an opportunity to share in 121 prizes having a value of $18,800 during the three-month campaign, July, August and September. The grand prize is a two-week all-expense vacation trip to England for two; second prize, $1,500 U. S. bond and third prize, a $1,000 bond.

In addition there will be special prize categories, such as monthly prizes in each zone for the outstanding jobs done in each of the three months of the national drive. First prize in this category will be a $100 U. S. bond; second prize, $50 bond, and third, $25 bond. The number of prizes will be increased with the size of zones.

Special prizes of $500, $250 and $150 U. S. bonds will go to the dis-

(*Continued on page* 5)

Albany May Discuss City's Tax Troubles

ALBANY, June 8.—Gov. Thomas E. Dewey has called a special session of the legislature for tomorrow and Friday at which the Democratic minority is expected to depart from the agenda long enough to again blame New York City's financial troubles, if any, on the state. There is no prospect, however, that the Governor or the legislature will take up the city's alleged need for new revenue which, if supplied, would permit Mayor Wagner to kill the five per cent city ticket tax, city officials have stated.

The industry has no plans to play

(*Continued on page* 6)

Claims More Support Of Brewer's Slate

More districts and special department locals are pledging their support to Roy Brewer, candidate for the international presidency of IATSE, Russell Moss, executive vice-president of Home Office Employees Union, H-63, IATSE, reported here yesterday.

"A complete slate of delegates representing the special department locals

(*Continued on page* 4)

Para. to Coordinate Local and National Merchandising Plans

A series of local level sales conferences is being launched this week by Paramount Film Distributing Corp. Providing for "27 national meetings on local levels," the blueprint for the conferences was drafted at the full-dress Paramount home office executives and division managers conference in New York last weekend.

The meetings, which will be held for the 32 branches in 27 cities over a three-week period, call for the division of the home office executive echelon into a number of teams which will conduct the local sales conferences at particular times during the period.

A. W. Schwalberg, president of the distributing company, who himself is

(*Continued on page* 4)

Setting Details for 'Firestone' Program

Paramount Theatre officials met here with representatives of the American Broadcasting Co. and the Firestone Tire and Rubber Co. yesterday to iron out details whereby the Broadway house would become the home of "The Voice of Firestone," commencing June 21, on Monday nights.

It was understood that concern was expressed by the theatre officials as to the closing of the theatre on Monday

(*Continued on page* 4)

Arbitration Proposal

Bidding Only at Request Of Exhibitors, Levy Says

SEATTLE, June 8.—Under the arbitration provisions, as now proposed, competitive bidding may be used by distributors only when it is requested in writing by exhibitors, Herman Levy, general counsel of the Theatre Owners of America, said here today. Speaking at the annual convention of the Theatre Owners of Washington, Northern Idaho and Alaska, Levy, in referring to the recent discussions in New York for the establishment of an arbitration system, said that "one of the greatest accomplishments of the arbitration conferences, both in 1952 and last week, was the area of agreement on the arbitrability of competitive bidding."

Levy stated that "there is little doubt that competitive bidding has been used by distributors in many instances for the sole purpose of obtaining increased film rental. Distribution," he continued, "for the most part, has not been able, or has not wanted to realize, that in the long view competitive bidding is unfair and economically unsound; that its use can be justified only in those very, very rare instances where it will avoid a law suit, and where no other method of avoiding a law suit is available." He stressed that "it is an inherently dangerous instrument and must be re-

(*Continued on page* 5)

Pathe Asks FTC to Curb Technicolor in Use of Trade Name

Pathe Laboratories, Inc., independent film processing laboratory, yesterday asked the Federal Trade Commission to halt use by Technicolor Motion Pictures Corp. of the word "technicolor" for pictures made by the Eastman color process. Pathe charged that the practice brought intentional deception of producers, distributors and the public and as such was unfair competition.

The Pathe action cited advertising for "The Robe," "How to Marry a Millionaire," "Beneath the 12-Mile

(*Continued on page* 6)

Constitution Is Issue In Ohio Censor Row

COLUMBUS, June 8.—The Ohio censor board is taking film distributors' and exhibitors' money via the $3 per reel censor fee in defiance of the U. S. Supreme Court decision in the "M" case, said Harry Wright and John Harlor, attorneys for the plaintiffs in final briefs filed in the anti-censorship injunction suit in Franklin County Common Pleas Court. The brief said the board is refusing to abide by the law as announced by the

(*Continued on page* 4)

'The Caine Mutiny'

[*Stanley Kramer—Columbia*]

WONDERFUL performances by a near-perfect cast which includes Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray and many others make an important motion picture of this Stanley Kramer production of the widely read and even more widely known Pulitzer Prize winning novel by Herman Wouk. In color by Technicolor and expertly directed by Edward Dmytryk, it is Kramer's final and by far his best contribution under his releasing deal with Columbia.

Stanley Roberts accomplished a difficult assignment well in putting into his screenplay the essentials of the Wouk novel and, at the same time, avoiding Naval objections to presentation of the mutiny against and cowardice of Capt. Queeg, played by Bogart. Roberts accomplished this by the device of indicating, during and after the court martial, that while Queeg may have been a sick man, he was basically a good officer who had been victimized by his junior officers. This was accomplished by MacMurray, as the novel-writing Lt. Keefer, working psychologically

(*Continued on page* 4)

House Tax Easement Out of Senate Bill

WASHINGTON, June 8. — The Senate Finance Committee has eliminated from the pending technical tax revision bill sections aimed at easing the tax treatment of overseas income. Chairman Millikin (R., Col.) said the committee had not been able to agree on changes desired in the House bill and was instructing the staff to work on the matter further. He said the whole matter would be gone over in the final House-Senate conference

The House bill allowed certain industries—excluding motion picture distributors but including companies owning theatres overseas—to have their

(*Continued on page* 5)

Autry-Republic Edict 'Victory,' Says Actor

HOLLYWOOD, June 8. — Gene Autry will not appeal the decision rendered at the weekend by the U. S. Court of Appeals in San Francisco which reversed the judgment to the lower court in his suit to prevent Republic Pictures from releasing old Autry films to television for various

(*Continued on page* 5)

Personal Mention

JOSEPH MOSKOWITZ, vice-president and Eastern studio representative for 20th Century-Fox, is in Hollywood from New York.

•

RAY GALLAGHER, JR., son of the MOTION PICTURE HERALD advertising manager, yesterday received his AB degree from Fordham University, where he had been managing editor of "The Ram," the college newspaper.

•

JOHN B. NATHAN, Paramount Pictures general manager for Continental Europe, North Africa and the Middle East, will leave New York tonight for Hollywood.

•

SANDRA BLOCK, secretary to EDDIE SOLOMON, 20th Century-Fox assistant exploitation manager, has announced her engagement to SIDNEY COHEN, of New York.

•

SIR PHILIP WARTER, chairman of Associated British Picture Corp., Ltd., and LADY WARTER, will leave New York for London today on the "Queen Mary."

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, left here yesterday for Atlanta.

•

MIKE SIMONS, director of customer relations for M-G-M, will leave here by plane today for Old Point Comfort, Va.

•

HERMAN RAUCHER, formerly with 20th Century-Fox, has joined the Disney organization in a general publicity and advertising capacity.

•

NICK KOUNARIS, partner in the Kounaris-Tolis circuit of Connecticut, has returned to New Britain from Boca Raton, Fla.

•

BARNEY BALABAN, president of Paramount Pictures, and MRS. BALABAN will sail from here for Europe today aboard the "Ile de France."

•

CHARLES M. REAGAN, Loew's vice-president in charge of distribution, has returned to New York from Europe.

•

ILYA LOPERT, president of Lopert Films, will arrive here today from London via B.O.A.C. Monarch.

•

DEBORAH KERR will leave New York today for London.

'Prairie' Print Here

An advance print of Walt Disney's second full feature-length True-Life Adventure, "The Vanishing Prairie," will arrive in New York on June 14. After a number of screenings for the trade, the print will be sent back to the Coast for final processing. It will be returned five weeks later, preparatory to its world premiere at the Fine Arts Theatre, scheduled for late summer. The opening date will be announced shortly.

Argentine Prospects For Film Producers Bright, Golden Says

WASHINGTON, June 8.—Increased supplies of raw stock, government loans and possible increases in admission prices combine to brighten the outlook this year for Argentine film producers, according to Commerce Department film chief Nathan D. Golden.

Golden said that at least 60 films were expected to be produced this year, compared with 39 last year. The 1948-51 average was about 50 features per year.

In the last quarter of 1953, the Industrial Credit Bank liberalized its policies for granting loans to Argentine producers, Golden reported. Moreover, recently representatives of all branches of the industry have been pleading with the government to boost admission prices and so increase production revenues from exhibition. Finally, rawstock, long in short supply, is being imported from Italy, Germany, Japan and the United Kingdom.

'Scope Production In Japan Increasing

Production of CinemaScope equipment in Japan is fast placing that nation on a self-sufficient basis with local screen, lens and sound manufacturers turning out equipment meeting rapidly expanding exhibitor needs, it was disclosed yesterday by 20th Century-Fox.

Paced by reported public enthusiasm for CinemaScope, three sound manufacturers are already producing stereophonic sound equipment.

The organizations include the Komitsu Co., Tokyo Aircraft Co. and the Victor Co. of Japan.

Anamorphic lenses are being turned out by Nippon Kokaku; while vinyl-coated embossed screens are being manufactured by the Yanaguja Company, it was pointed out by 20th Century-Fox.

Demonstrate 'Scope Reel in Two Weeks

Demonstrations of the special CinemaScope hour-long film, narrated by 20th Century-Fox production head Darryl F. Zanuck, are expected to get underway within two weeks in leading theatres throughout the U. S. and Canada, the film company announced here yesterday.

In studio conferences among Zanuck, Spyros P. Skouras, 20th-Fox president, distribution director Al Lichtman, and international corporation president Murray Silverstone, plans are being finalized for the showings. The special CinemaScope film will also be shown throughout the world at a later date, the company said.

'Demetrius' June 18

"Demetrius and the Gladiators," 20th Century-Fox's CinemaScope-Technicolor sequel to "The Robe," will have its New York premiere at the Roxy Theatre June 18.

Footage Exports For Two Months Total 28,139,178

U. S film companies exported during January and February of this year, 28,139,178 linear footage of 35mm positive prints valued at $1,194,994 while importing 258 foreign films for American distribution, according to Commerce Department reports.

A breakdown by months shows that in January, 15,217,659 linear feet of 35mm positive prints were exported at a value of $613,156 while 130 overseas product were imported. In February, the film companies exported 12,921,519 linear feet of prints while importing 128 foreign features.

During this two-month period of 1954, the United Kingdom exported 102 feature-length pictures for the U. S. market. In January, British imports here totaled 44 films and in February, they totaled 58.

Breakdown by Nations

The January breakdown on U. S. feature imports: Canada, two; Mexico, 32; Falkland Islands, one; Sweden, one; United Kingdom, 44; Hong Kong, 19; France, five; West Germany, one; Poland, two; Spain, one; Italy, nine; Japan, 13—total, 130.

The February breakdown on U. S. feature imports: Mexico, three; Sweden, two; United Kingdom, 58; Switzerland, one; U.S.S.R., four; British Malaya, one; French Pacific Islands, one; British East Africa, one; Netherlands, two; France, three; Austria, two; Czechoslovakia, two; Italy, 10; Hong Kong, 19; Japan, 19—total, 128.

Production Upswing In West Germany

WASHINGTON, June 8.—Film production in Western Germany last year hit 103 features, compared with 82 in 1952, Commerce Department film chief Nathan D. Golden reported.

He said 14 of the 103 features produced last year were co-productions, including two U.S.-German features. An estimated 200 documentary films and short subjects were produced in 1953, compared to 264 in 1952, the Commerce official said.

Mrs. Lightstone Dead

LONG BEACH, N. Y., June 8.—Mrs. May Lightstone, widow of a veteran New York exhibitor, passed away here yesterday. She was the mother of Oscar Lightstone, vice-president of S.O.S. Cinema Supply Corp., Irving Lightstone of CBS-TV and of Leonard and Morton Lightstone of the Island Theatre Circuit, New York City. A daughter, Mrs. Herman Samuels, also survives.

Mrs. Jennie Carlin, 85

CINCINNATI, June 8.—Services were held yesterday for Mrs. Jennie Carlin, 85, vice-president of Associated Theatres, local suburban circuit, and a pioneer in the industry. Mrs. Carlin, who died Saturday, started in 1905 as secretary to F. W. Huss, Jr., currently president of the circuit.

'Break-Figure' Settlement Is Seen in U. K.

By PETER BURNUP

LONDON, June 8.—Events march swiftly toward a resolvement of the "break-figure" dispute between exhibitors and distributors here. The latter have produced a formula which, they claim, would put exhibitors and their share of the net box-office take in a position at least equal to that obtaining before the Chancellor of the Exchequer made his recent tax concession.

In other words, distributors are prepared to forego a portion of the increased revenue which would otherwise accrue to them under the new tax-scale.

The formula will at least make the basis of exhibitors-distributors negotiations and lead to the overall consideration as to who takes what of the entertainment tax largesse.

Producers have patiently stood on the sidelines while the KRS-CEA rumpus was in progress but they are naturally concerned as to how soon agreement will be reached in regard to the future scale of the Eady seat-price levy.

BFPA's Sir Henry French lately produced audited figures purporting to show that on the present Eady scale his members are in the red to the tune of £1,100,000 ($3,080,000) annually on their production operations. Sir Henry is hoping that exhibitors will agree to an Eady scale which will at least cover that sum.

All But 3 Countries Now Have C'Scope

Twentieth Century-Fox's first CinemaScope production, "The Robe," has been exhibited in every foreign film market except Denmark, Indonesia and the Union of South Africa.

First-run bookings in these countries have been unavailable due to the lack of CinemaScope and stereophonic sound installations and import restrictions on U.S. films. Also, in Denmark, a governmental fixed admission price is in effect, which prohibits an advanced scale.

'GWTW' Sets Mark

"Gone With the Wind," in its first nine days at the Loew's State, has outgrossed every Metro picture to play the New York house, the company announced. The film is also currently playing in Atlanta, San Francisco and Syracuse. Future openings are slated for Canton, Dayton, Akron, Indianapolis, Norfolk, Richmond and Toledo.

Rev. Little to Europe

Rev. Thomas F. Little, executive secretary of the National Legion of Decency, will leave here today for Europe on the "Ile de France." While abroad, Rev. Little will attend a three-day session of the International Office of the Catholic Cinema, which will open June 17 in Cologne.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

GREATER WITH THE WIDE-SCREEN!

ATLANTA'S 5th TIME TOPS ALL BUT 1st!

Beats every showing of "GWTW" except the first, which was the famous World Premiere! 2nd week beats New Year's Week of "Knights of the Round Table." Tops 2nd week "Ivanhoe" and "Quo Vadis."

FRISCO DITTO! TOPS ALL BUT FIRST!

"GWTW" takes Frisco by storm! Tops every other "GWTW" re-issue. Held over!

NEW YORK SETS NEW SHOW BIZ MARK!

First 6 days at State theatre tops combined gross of original release (which played at Christmas) in two theatres, Astor and Capitol! Long run ahead!

HOUSTON TOPS ORIGINAL RELEASE!

Tops original release. Imagine! The fifth time around beats the very FIRST! Opening day tops "Quo Vadis," "Show Boat" and other M-G-M Big Ones!

SYRACUSE BEATS M-G-M's BIGGEST!

Sensational business. Crowds thrilled by Wide-Screen "GWTW"! Opening day tops M-G-M's very Biggest: "Knights of the Round Table," "Show Boat" and others!

KANSAS CITY TOPS FAMED "IVANHOE"!

Very pretty. They're beating record-breaking "Ivanhoe" business and so can *you!*

And Stereophonic—what a tonic!—Sound!

America loves GWTW again and again and again and again AND AGAIN!

Brewer

(*Continued from page* 1)

of the craft union have pledged to support Brewer and myself in the forthcoming elections in Cincinnati this summer," Moss said. The H-63 officer is seeking the ninth IATSE vice-presidency.

The Fourth IATSE District of the special department representing locals in Pennsylvania, Delaware, Maryland, Virginia, West Virginia and District of Columbia met in convention last week in Harrisburg, Pa., to select delegates to represent them at the international convention, Moss said. "An anti-administration slate of delegates, four in all, was announced," the candidate stated.

Moss, along with other office seekers, will attend the IATSE District No. 14 convention this weekend in Atlantic City, N. J.

Ohio Censor Row

(*Continued from page* 1)

U. S. Supreme Court in its recent decision.

Attorney Gen. William O'Neill, who filed the final brief for the censors, denied that the Ohio censor law is unconstitutional and that the $3 charge is a fee and not a tax. O'Neill said that both the Ohio Supreme Court and Federal tribunal have refused to hold the Ohio censor law unconstitutional.

The plaintiffs argued that the fee is an "unconstitutional denial of equal protection and due process of law," and contend that the censor board is without legal authority to censor films.

'The Caine Mutiny'

(*Continued from page* 1)

on the suspicions and uncertainties of Queeg's executive officer, played by Johnson, until the latter, convinced that it was the only way to save the mine-sweeper "Caine" and the lives aboard it, relieved Bogart of command at the height of a typhoon, believing also that he was acting within Naval regulations in the circumstances.

The storm at sea which threatens the "Caine" with destruction and provides the climax of the officers' and crew's rebellion against Bogart's eccentricities, harsh discipline and personal failings is a marvel of special effects for which Lawrence W. Butler is credited. It imparts an awesome realism which is not only theatrically impressive but also is essential to the plot. In no less impressive and grievous an emergency could the revolt against the captain be credibly staged.

Another highlight of the production is the court martial sequence, depicted with dignity and authenticity by all, but to which a polished performance by Ferrer, as the attorney for the defendant junior officers charged with mutiny and facing a possible death sentence, contributes much. While the distinguished stage production of "The Caine Mutiny Court Martial," now current, is confined to the trial sequence alone, it is but one part of the novel and of the motion picture. The favorable critical and public acceptance of the stage play should be a contributing factor in selling the film in some localities and to some audiences.

THE romance of newcomers Robert Francis, as Ensign Willie Keith, and May Wynn provides some contrasting and "relief" sequences from the over-all tale of a phase of naval service in war time. Worth mentioning for its scenic backdrop is a romantic interlude of the two at Yosemite National Park.

Tom Tully is good as a destroyer captain; Lee Marvin and Claude Akins as members of the "Caine's" crew; and E. G Marshall and Arthur Franz, among others, as junior officers. Color shots on a wide screen of San Francisco and Pearl Harbor panoramas and of naval operations are impressive and help maintain the film's stamp of authenticity.

Michael Blankfort contributed additional dialogue. The score is by Max Steiner. Incidental songs, "I Can't Believe That You're in Love With Me" by Jimmy McHugh and Clarence Gaskill, and "Yellowstain Blues," by Fred Karger and Wouk, find suitable places in the production.

The production is big in all respects. The business and profits should be commensurate.

Running time, 123 minutes. General classification. Release date, not set.

SHERWIN KANE

Paramount

(*Continued from page* 1)

a member of one of the executive teams which will go out into the field, explained that the meetings are designed to coordinate local merchandising with national campaigns, thereby enabling theatres in small towns to reap the benefits of national advertising and promotions as well as of the local campaigns.

Each meeting, Schwalberg explained further, will set plans for the surveying of theatres in the territory with a view to gathering as much information as possible so that it may be disseminated among exhibitors to help guide them in the proper presentation of VistaVision.

VistaVision product and promotion plans for such pending releases as "Living It Up," "Knock on Wood," "About Mrs. Leslie," "Rear Window," "Sabrina," "White Christmas" and "Three Ring Circus," will be discussed at length at the field meetings, Schwalberg said.

Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, also a member of one of the executive teams which will conduct meetings, predicted that the conferences would bring about a perfect tying-in of national merchandising patterns with local patterns.

Personnel of Teams

The conference teams will be made up of executives of three departments as follows: *Sales*—Schwalberg; E. K. (Ted) O'Shea, distribution vice-president; Hugh Owen, executive assistant to the distribution vice-president, and Sidney Deneau, sales assistant to O'Shea. *Advertising-Publicity-Exploitation*—Pickman; Sid Blumenstock, assistant national director of advertising-publicity-exploitation, and Herb Steinberg, national exploitation manager. *Technical*—Dr. Charles R. Daily, aide to Loren L. Ryder, head of technical research at the Paramount studio; Cy Baer, studio technical aide, and Frank LaGrande, home office technical representative. Robert J. Rubin, assistant to Barney Balaban, president of Paramount Pictures, will join the teams at a number of the branch meetings.

The first meeting under the team system took place Monday in Kansas City with O'Shea, Steinberg, Baer and Rubin participating. Yesterday, three meetings were held, with the following teams joining in: Schwalberg, Blumenstock and LaGrande in Pittsburgh; Pickman, Daily and Deneau in Jacksonville; O'Shea, Steinberg, Baer and Rubin in Des Moines.

Schwalberg in Buffalo

Today the Schwalberg group will be in Buffalo, the O'Shea group in Des Moines, and the Pickman group in Atlanta. The O'Shea unit will be in Minneapolis tomorrow, and Milwaukee on Friday, and the Pickman team will be in Charlotte tomorrow.

Division managers and assistant division managers will attend the meetings in cities in their respective territories. The division managers are: Howard G. Minsky, Mid-East; Buck Stoner, Central; A. M. Kane, South Central; G. A. Smith, Western. The assistant division managers are: John G. Moore, Eastern; Gordon Bradley, Southern, and H. Neal East, Western.

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Firestone

(*Continued from page* 1)

afternoons at 3 p.m. to 9 p.m. so that the house could be cleaned and that a "non-paying" audience could be ushered in for the radio and television simulcast.

The showmen asserted that theatre business on Mondays usually was good. They presented to the ABC and Firestone officials an idea where the theatre's regular patrons would be able to see the half-hour musical program, with a block of "free admission" seats set aside for special guests. A policy decision is expected shortly.

Compton Joins Kline As Vice-President

HOLLYWOOD, June 8. — Walter Compton, Publicists Guild president, today joined Walter E. Kline & Associates, public relations firm active in motion picture, television and related fields, as vice-president and general manager. Compton, former advertising-publicity director of Republic Pictures and United Artists here, had been with RKO Radio for the past four years.

Form Religious Firm

HOLLYWOOD, June 8.—Incorporation papers were filed today for Spraggins, Wilson Enterprises, a corporation formed for the purpose of producing religious films for theatrical and church exhibition. Incorporators are Henry Spraggins, Fort Worth, Tex., and Howard H. Wilson, Austin, Tex., both new to motion pictures.

Bidding Only at Exhibitor Request

(Continued from page 1)

stricted to a most narrow area of activity."

Actually, no concrete proposals for a system's provisions have been adopted, arbitration sub-committee members pointed out in New York yesterday. The recommendation that competitive bidding be used by distributors only when it is requested by exhibitors was made by Mitchell Wolfson of Miami at the recent parleys from the floor and will be the subject for discussion when the sub - committee meets, probably within the next few weeks.

In praising the spirit of cooperation in which the delegates to the arbitration conference worked, Levy said that if that same spirit continues, it appears likely that a system will be functioning in the not-too-distant future. Continuing, Levy said:

"In addition to eliminating, to a great extent, the heavy burden of litigation, an industry system of arbitration will undoubtedly improve distributor-exhibitor relations. I cannot remember a time in my many years in this industry when exhibitor-distributor relations were at a lower ebb. The last 12 months have found those relations at the jungle warfare level. No industry can survive that. A system of arbitration will bring exhibitors and distributors around the conference table, which is the way trade disputes should be solved.

"It must also be kept in mind that one of the great plus points of an industry arbitration system is its policing effect. When branch offices know that their companies may be summoned into arbitration because of under-the-counter shenanigans in competitive bidding, for example, there will be fewer attempts at those under-the-counter shenanigans.

'An Interdependent Industry'

"The time has come for distribution to recognize that motion picture theatres are more than just bricks and mortar; that they are operated by good, honest people who have invested billions of dollars in them; that this is an interdependent industry and that because of that fact injury to one segment means injury to the entire industry. When distributors adopt a policy of scarcity of product, primarily because of the lure of the fast dollar, they give the kiss of death to hundreds, perhaps thousands, of theatres which can survive only with a steady flow of good product and with some semblance of an inventory.

Calls TV 'Scapegoat'

"It is very easy to select television as a scapegoat and blame it entirely for the lost audience of millions who no longer go to motion picture theatres, or, who are indifferent in their attendance. While it is true that television has had its effect, the devotion of television-lookers to their sets is not a lasting one, and after a few months of concentrated attention to television, people usually become selective.

"As soon as they become selective they have time on their hands and want to turn to other sources of recreation. Distribution has, by and large, failed to fulfill its obligation to have a steady flow of good product available to which these millions of people may turn for entertainment. The theatre owner by himself is almost helpless to bring back the lost audience to his theatre unless he has available a steady flow of good pictures.

"Producers and distributors are driving exhibitors into production and distribution, which is not basically where they belong, but they are being forced in that direction through desperation.

"The time is here for distribution to get familiar with the problems that face the theatre owner in the operation of his theatres today. The time is here for distribution to understand that the quick dollar is historically the unsound, uneconomic dollar. The time is here for distribution to understand that it must not drive the smaller theatre out of business. The time is here for distribution to appreciate that the backbone of the industry, as of the nation, is the small businessman and that industries and even nations have fallen through non-recognition of that fact.

Calls for Action

"Let the distributors come forward and state forthrightly, affirmatively, and without reservation, that they are going to make an effort to understand the problems of theatre owners today. And then do something about it. To date, all that exhibitors have had is lip service. It has been . . . as sounding brass, or a tinkling cymbal!"

Autry

(Continued from page 1)

specified commercial uses, it was revealed tonight in statement issued after conferences with counsel and study of court text.

On the contrary, statement said, the appeals court's reversal "modifies" an earlier ruling in such wise as to give Autry protection and assurance previously denied him and therefore "constitutes a substantial victory" for him.

The statement points out that Autry did not contend that Republic could not release his old films to television, but did seek limitations on the manner in which they could be used.

The statement says the new ruling stipulates that films cannot be presented in any way that can be construed as indicating Autry endorses the sponsor or product, and that the films must be presented as feature photoplays not less than 53 minutes in length. It is further ordered, the statement says, that films may not be "doctored" or "emasculated" and that they can be licensed to television only in conformance with the licensing agreement, and that Autry shall have recourse to court action if these or other requirements are not complied with.

Roy Rogers, whose suit against Republic also was reversed by the appeals court, had not yet received a copy of the ruling, and made no statement.

To Build Fla. Drive-in

ORLANDO, Fla., June 8.—A new drive-in theatre, estimated to cost $100,000, will be built on Highway 50, near Orlando, by Julia Tamey.

Senate Bill

(Continued from page 1)

overseas earnings taxed at 14 percentage points lower than the going U. S. corporate tax rate. Moreover, firms in these industries operating through branches would not have been required to pay tax on their overseas earnings until the money was actually remitted to the U. S. At present, they must pay as soon as the money is earned overseas, even if it is blocked there.

Motion Picture Association president Eric Johnston appeared during the Senate Finance Committee hearings and urged that film distributors be made eligible for this more liberal treatment. Spokesmen for other industries also excluded from the House bill made similar pleas.

The finance group considered several different versions of proposals to broaden the coverage of the House bill, but could not agree on any one. Accordingly, Millikin said, the committee finally decided to kill the entire provision, hoping the staff could work something out before the final House-Senate conference. Since the House bill contains provisions on this point, the entire subject will be open in the House-Senate conference, even if the Senate bill contains no provision.

The finance committee also rejected a House provision aimed at providing a new way to outlaw so-called collapsible corporations. Several years ago Congress acted to outlaw these corporations, which had been used in the film industry and other fields as a device to get corporate earnings at capital gains rates rather than at the higher ordinary income rates. The House decided that some people were still managing to avoid the ordinary income tax rates, even under the provision approved several years ago, and voted a new method of hitting at these firms. The finance committee decided to keep the present method, but voted to broaden the coverage of this method.

Drive-in Contributes To Operator's Widow

HARTFORD, June 8.—The Starlite Drive-In, Stamford, will turn over proceeds of the performances today and tomorrow to the widow and children of Nelson Maruca, 27-year-old projectionist, who died suddenly last month of cerebral hemorrhage.

William Sobel, theatre manager, said that fellow-projectionists of the Stamford Projectionists Union, for the past month, have been voluntarily performing Maruca's shift and turning the income over to his family.

Entire cost of operation on nights of the benefit will be borne by the management and employes, said Sobel.

Entire $1 cost, more than ordinary ticket cost, will go to the benefit, unless the Internal Revenue Bureau rules that the tax must be paid, which is regarded as unlikely.

Harold Yanik is serving as projectionists union chairman.

S-W Anniversary Drive

(Continued from page 1)

trict managers whose managers win the three top awards.

A $500 U. S. bond will go to the winner of the best campaign on any picture from each of the following companies: Columbia, 20th Century-Fox, M-G-M, Paramount, RKO Radio, United Artists, Universal and Warners, and a $250 bond for the best campaign on an Allied Artists' release.

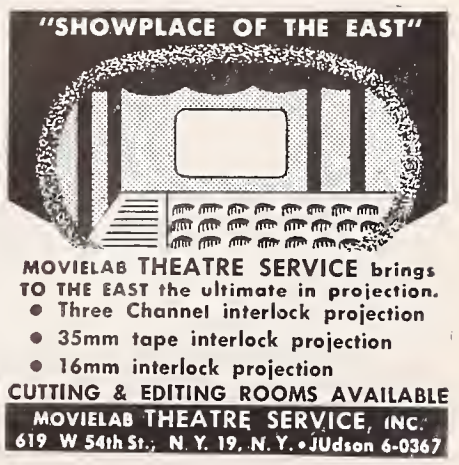
Rules for the campaign are designed to give every theatre, regardless of size and location, an equal opportunity to win. The winners will be decided on the basis of the best consistent over-all contribution of a theatre manager which reflects his ingenuity, resourcefulness, promotional and merchandising skill, in general, what each manager does for his theatre in terms of increased patronage and income.

An elaborate press book filled with helpful suggestions and tried stunts has been prepared for the campaign under the direction of Harry Goldberg, Stanley Warner, advertising-publicity head.

The three-month campaign marks the 40th anniversary of Fabian in exhibition. On Aug. 24, 1914, his father, the late Jacob Fabian, opened the Regent Theatre, Paterson, N. J., and gave Si a job as a general utility man. He worked as usher, sold tickets, ran errands and made himself generally useful. The Regent still is a part of the Stanley Warner circuit.

In 1926, the Fabian theatres were merged with the Stanley Co. of America which, in turn, was sold to Warners in 1928. Fabian reacquired them from Warners, along with the latter's national circuit operations, early last year in consequence of the theatre divestiture requirement of Warners' consent decree in the Federal antitrust suit. Fabian subsequently acquired Cinerama, International Latex Corp. and television station WTRI, Schenectady.

Fabian served as receiver for Fox Metropolitan Playhouses, was instrumental in the formation and operation of the industry War Activities Committee, in the organization of American Theatre Association and its subsequent consolidation with the old M.P.T.O.A. to form the present Theatre Owners of America.



National Pre-Selling

"THE CAINE MUTINY" will have an extensive advertising campaign in national magazines and key city newspapers. Full page color ads will appear in the June 21st issue of "Life" and the July 21st issue of "Look." In addition, ads are scheduled for the July issues of "Redbook," "American Magazine," "Cosmopolitan," "Seventeen," "Atlantic Monthly," "Harper's" and "American Legion Magazine"; also the June 26th issue of "Saturday Review of Literature" and the June issue of "Library Journal."

"Photoplay," "Motion Picture," "Modern Screen" and all major fan magazines are scheduled for special ads.

"TV Guide," which is published in 20 local editions, will have a national ad, with imprints of local theatres' opening dates in each one of the local editions.

"The Caine Mutiny" will have its world premiere at the Capitol Theatre here on June 24th.

•

June Allyson, star of "Executive Suite," is on the front cover of the June issue of "Woman's Home Companion." She was voted the first lady of the screen in the "Companion's" 10th annual opinion poll taken among their 12,000,000 readers.

•

"Three Coins in the Fountain" is reviewed in a novel manner by "Life's" reviewer in the current issue. The reviewer writes as if he were an American tourist seeing the beauty spots of Rome and Venice for the first time. The entire story takes place in those two Italian cities.

Beautiful location photos taken at the Trevi Fountain, the Villa d'Este gardens in Rome and the Grand Canal in Venice, are used to illustrate the review. Three pages are devoted to this picture made with the CinemaScope process in color by Technicolor.

•

An attractive full-color page ad on "Demetrius and the Gladiators" appeared in the June 6th issue of "American Weekly."

In the same issue, Mrs. Danny Kaye (Sylvia Fine) wrote a very entertaining story about her husband, Danny Kaye, star of "Knock on Wood."

•

Louella Parson's "Movie Citations" for the June issue of "Cosmopolitan" are:

Best Performanee: Mickey Rooney in "Drive A Crooked Mile"
Best Adventure: "Yankee Pasha"
Best Love Story: "The Naked Jungle"
Best Production: "Dial M for Murder"

•

"Dore Schary," reports "Look" in the current issue, "will join about any group or organization which he believes is furthering the cause of brotherhood and understanding."

Dore's latest production for MGM is "The Student Prince" which will have its premiere at Radio City Music Hall on June 17th.

•

"The Caine Mutiny" has been chosen by Ed Miller as the picture of the month for July in "Seventeen."

WALTER HAAS

Mail Bag

Editor, MOTION PICTURE DAILY: I read your article in this morning's DAILY with reference to the *discriminatory tax* that was passed by the City of New York against the film industry. While you condemn it, you don't go far enough.

I wrote a letter to Harry Brandt on May 25th in which I anticipated the passing of this tax, and I suggested that the only way to fight this type of discrimination is to threaten to close every cinema in Greater New York, and be prepared to follow through.

You will perhaps think that this is an extreme measure, but I say, you can not go with your hat in your hand to a group of politicians and expect to gain anything. I speak from experienee. I've had to do this in foreign countries to convince politicians that you can not discriminate against any particular industry.

Can you imagine what would happen if every cinema in Greater New York closed its doors for a few days? I mean actually close down, not play games by turning out the lights at 9 P.M. In order to gain a victory you must be prepared to make sacrifices, and that's one thing the industry has never learned. And incidentally they have never been in a better position that they are today. All the unions are with them, so they can afford to throw the pencil away and stop figuring how much it will cost them.

If you think my suggestion sounds extreme, how about the Governor of Georgia telling millions of people on television yesterday that he's going to defy the Supreme Court of the United States. That, to me, sounds like open rebellion.

Nat Liebeskind
New York, N. Y.

N. Y. C. Tax

(*Continued from page* 1)

the Mayor's game by sending representatives to Albany to plead for state financial aid for the city in the hope of ridding itself of the city tax thereby.

Mayor Wagner told Gov. Dewey yesterday that he will veto the five percent tax if the Governor will sponsor legislation at the special session to give the city an additional $25,000,000.

Mayor Wagner, in a wire to the Governor, urged adoption of a three-point program which would enable the city to raise the $25,000,000 without new taxes. It called for raising the real estate tax to 2½ percent, restoring to the city power to issue serial bonds for judgments and claims, and authorizing the city to borrow money to pay for the old IRT and BMT pension liabilities.

In a telegram answering the Mayor's message, Mr. Dewey rejected the Wagner proposals as "old, worn-out and discredited ideas."

The industry is primed for today's emergency meeting of the Motion Picture Association of America board of directors here. With MPAA president Eric Johnston presiding, the board will meet at 3:30 to consider "an all-out fight" by the industry against New York City's proposed five per cent amusement tax.

As Mayor Wagner is expected to sign the bill into law within the next 10 days, Johnston said the mobilization of the industry would begin immediately and continue until the tax is repealed.

City Hall spokesman indicate the mayor will be occupied with other business this week and that the open hearing before him, required before he signs the bill, will not take place before early next week.

Pathe-Technicolor Names

(*Continued from page* 1)

Reef," and "Prince Valiant." These motion pictures—all in the Eastman color process—were described as in "Technicolor" or "Color by Technicolor," Pathe asserted.

Pathe, a subsidiary of Chesapeake Industries, Inc., using the Eastman process, is a competitor of Technicolor, Inc., and Technicolor Motion Pictures Corp., the two companies named in the request to the Federal Trade Commission in Washington. Pathe has laboratories in New York City and Hollywood.

In its letter to the FTC Pathe asserted that for approximately 20 years, the dye transfer imbibition process was the only one used by the Technicolor company and became known as the "technicolor" process. It also charged that with the recent introduction of the Eastman negative-positive process, used by competing laboratories, the Technicolor corporation has switched to it for many pictures but still continues to use the "Technicolor" title in these cases.

Pathe asserted that "producers selecting color processes for new pictures have been 'duped' when they saw what was actually Eastman color described as 'technicolor,' thereby confusing it with the dye transfer imbibition process known as technicolor, which they knew they could only get from Technicolor, Inc.

"Distributors and the public as a result were deprived of higher quality motion picture films," Pathe charged.

"Other laboratories, such as Pathe," it alleged, "were deprived of customers who desired the Eastman process, but who have been misled into believing that the Eastman process is the technicolor process and obtainable only from the Technicolor company."

As evidence of the fact that the word "technicolor" in industry usage relates to a process and not to a company, the Pathe request points to the recent licensing of De Luxe Laboratories to use this process with trade merchandise mark "Color by Technicolor-De Luxe."

Technicolor to Answer

Spokesmen for Technicolor said yesterday that the company would have a statement concerning the Pathe Laboratory complaint to the Federal Trade Commission as soon as Dr. Herbert T. Kalmus, president of Technicolor, who is now in Europe, could be contacted, and as soon as West Coast attorneys for the company have had an opportunity to study the complaint.

RETMA to Observe 30th Anniversary On June 15-17

WASHINGTON, June 8. — The 30th anniversary of the founding of the Radio - Electronics - Television Manufacturers Association — as the Radio Manufacturers Association — will be celebrated June 15-17 when the association holds its annual convention in Chicago, executive vice-president James D. Secrest announced.

Several of the association's founders are expected to attend the convention where they will be guests of honor. RETMA was founded in Chicago in April, 1924, by a small group of pioneers in the then infant radio industry. It has grown with the industry and added first "television" and later "electronics" to its name.

Scheduled for Palmer House

The three days of business meetings at the Palmer House will be climaxed June 17, when association members will gather with their wives and guests for the 30th anniversary industry dinner. At this dinner, the 1954 RETMA Medal of Honor will be presented to Robert C. Sprague, chairman of the board of directors, by president Glen McDaniel for his contributions to the advancement of the industry during the last several years of his leadership in Association activities.

Toastmaster Leslie F. Muter will present certificate awards to all members of the National Television System Committee, of which Dr. W. R. G. Baker was chairman, for their work in the development of proposed standards for color television subsequently adopted by the Federal Communications Commission.

Doerfer Nominated For Full FCC Term

WASHINGTON, June 8.—John C. Doerfer, former Wisconsin Public Service Commissioner, has been nominated by President Eisenhower for a new seven-year term on the Federal Communications Commission, starting July 1. Doerfer was named by the President last year to fill out an unexpired term, which will end on June 30.

In naming Doerfer to a new term, the President left up in the air the question of whom he will choose to be chairman of the commission in the coming year. Some Republicans have backed Doerfer to be the new chairman, while others favor an extended term for the present chairman, Rosel Hyde.

Wm. Murphy Joins Buena Vista Films

William P. Murphy, industry sales executive, has joined the sales staff of the Disney distribution subsidiary, Buena Vista Film Distribution Co.

Appointment of Murphy to represent the company in the Southeast, with headquarters in Jacksonville, was announced by Buena Vista general sales manager Leo F. Samuels.

Formerly associated with Republic Pictures and Universal in various sales capacities, Murphy will represent Buena Vista in the Atlanta, Charlotte and New Orleans branch areas. He will be supervised by Irving H. Ludwig, Buena Vista domestie sales manager.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 111 NEW YORK, U. S. A., THURSDAY, JUNE 10, 1954 TEN CENTS

Optimistic

Johnston Says ForeignMarket Is on Upswing

Good Outlet For U. S. Despite Nationalism

By LESTER DINOFF

The foreign market for American-produced films is on a rising trend despite the problems of nationalism and taxations, Eric Johnston, president of the Motion Picture Association of America, stated at a trade press conference here yesterday.

The problem of growing nationalism in foreign countries is evidenced by the increased subsidization of native production of films and the taxes levied on improved product, Johnston said.

Preparing to leave for a three-week trip to Egypt, Israel and the Arab State on a governmental mission concerning the Jordan Valley watershed, Johnston stated that foreign countries

(*Continued on page 7*)

To Push Extension Of Reciprocal Trade

WASHINGTON, June 9.—House Republican leaders have decided to try to push through the House this week a one-year extension of the reciprocal trade program, as asked by the President.

Film industry leaders have supported the program as aiding the industry in its fight for foreign markets and for the achievement of freer convertibility.

House Ways and Means Committee

(*Continued on page 10*)

Senate Tax Proposal Treats Partnerships

WASHINGTON, June 9. — The Senate Finance Committee today voted to let certain partnerships elect to be taxed as corporations, and to let certain corporations elect to be taxed as partnerships. The businesses would have to meet certain strict standards

(*Continued on page 6*)

Industry Asks Mayor to Veto N.Y.C. Tax Measure

Company Heads Warn That Passage of Tax Bill Does Not Mean the Fight Is Over; Cite Dangers to Business Activities Here

New York City Mayor Wagner was called upon yesterday to veto the five per cent admissions tax to prevent an "economic blight" on the city. Heads of leading motion picture producing and distributing companies, following a meeting with New York exhibitor leaders at the offices of the Motion Picture Association of America, issued this statement:

"As representatives of producing and distributing companies with investments of hundreds of millions of dollars and with many thousands of employees, we strongly urge Mayor Wagner to veto the five per cent admissions tax. We urge it not alone to prevent havoc in *our* business. We urge it to prevent grave damage to the city's economic life generally. We urge it in behalf of the people of New York who rely on motion pictures for needed relaxation and entertainment. Our only concern is to protect our business, the city's welfare, and

(*Continued on page 6*)

Technicolor Denies Pathe's Charge of 'Misrepresentation'

A denial of allegations made by Pathe Laboratories in a complaint to the Federal Trade Commission, which asked that Technicolor be directed to stop using its trade name in pictures made by the Eastman color process was made yesterday by Technicolor. Its statement said:

"Concerning the complaint of Pathe Laboratories, Inc. to the Federal Trade Commission regarding Technicolor's use of its trademark "Technicolor" in its credit phrases on prints of color motion pictures made by it with Eastman color positive stock, a spokesman for Technicolor Motion Picture Corporation, in the absence of Dr. Herbert T. Kalmus, president and general manager, who is at present in Europe, on Technicolor business, issued the following:

"Statements by Pathe Laboratories, Inc. that Technicolor is making any misuse of its registered trademark or that Technicolor's customers are being

(*Continued on page 10*)

O'Donnell on Film Supply

While major company heads could not give definite assurances that they would supply the 26 additional "A" pictures which Robert J. O'Donnell declared were necessary for the remainder of this year, they indicated they would not hold back on increased production if proper stories and casts were obtainable, O'Donnell said here yesterday.

The Texas Interstate circuit general manager said that he had received replies to his letter, asking for more

(*Continued on page 10*)

TO ADD FIRESTONE TELECAST TO N.Y. PARAMOUNT MONDAY SHOWS

"The Voice of Firestone," which will be presented over the facilities of the American Broadcasting Co. radio and television networks, will be included as part of the regular Paramount Theatre's film performance on Monday evenings, Robert K. Shapiro, managing director of the house, said here yesterday.

"The public will have the opportunity of witnessing, for the first time in a leading Broadway motion picture theatre, the simulcast of the show in addition to the regular screen attraction beginning June 21," Shapiro said.

In order to allow rehearsal time, the Paramount Theatre will open its doors at 4:30 P.M. on Mondays and patrons attending after that time may witness "The Voice of Firestone." At the conclusion of the radio and tele-

(*Continued on page 10*)

Would End Excise On Color, UHF Sets

WASHINGTON, June 9. — Sen. Johnson (D., Col.) said he would offer an amendment to a House-passed estate tax bill to eliminate the 10 per cent excise tax on color and UHF television sets.

Johnson said he had received permission from the Finance Committee, of which he is a member, to do this. He had originally planned to offer

(*Continued on page 10*)

Senate Votes More Funds for USIA

WASHINGTON, June 9. — The Senate Appropriations boosted sharply the funds voted by the House for the U. S. Information Agency, the government's overseas propaganda organization.

Presumably, the motion picture service would benefit from the higher appropriations. The final matter must be resolved in a House-Senate conference, after the Senate itself acts.

The agency, which had $83,417,000

(*Continued on page 6*)

Oregon Exhibitors Meet With Reade

PORTLAND, Ore., June 9.—Seventy leading Oregon exhibitors, representing Oregon Theatre Owners, a new unit of Theatre Owners of America, met here today at the Benson Hotel, with Walter Reade, president of TOA, and other officers of the

(*Continued on page 6*)

JANE WYMAN • ROCK HUDSON in Magnificent Obsession
GREAT LOVE STORY BY AUTHOR OF "THE ROBE"
Universal International
TECHNICOLOR
ADVERTISED IN THE JULY ISSUE OF Redbook
• 2,057,553 Circulation . . . Highest in history
THE MAGAZINE FOR YOUNG ADULTS

Personal Mention

SOL A. SCHWARTZ, president of RKO Theatres, will arrive in Hollywood on Monday from New York.

•

A. W. SCHWALBERG, president of Paramount Film Distributing Corp.; SID BLUMENSTOCK, assistant national director of advertising-publicity, and FRANK LA GRANDE, VistaVision engineer, will return to New York tomorrow from Buffalo.

•

DR. GOFFREDO LOMBARDO, president of Titanus Film and of the National Union of Film Producers in Italy, and MARCELLO GIROSI, producer, have delayed their departure from Rome and are now scheduled to arrive in New York on June 21.

•

TED MASTERS and PAUL MOYER, Paramount Pictures accountants, will arrive in New York today from Hollywood and will leave here by plane for Egypt on Monday.

•

RUSSELL HOLMAN, Paramount Pictures Eastern production manager, will leave here Sunday by plane for the Coast.

•

DAVID A. BADER, executive assistant to MORT SACKETT, president of Commonwealth Film and Television, has returned to New York from Chicago.

•

WILLIAM BURNHAM, vice-president of Transfilm, Inc., will compete in the Bermuda race starting in Newport on June 19.

•

ROBERT CLARK, production manager of Associated British Cinemas, and MRS. CLARK have arrived in New York from London.

•

JOHN B. NATHAN, Paramount Pictures general manager for Continental Europe, is scheduled to leave here for Paris at the weekend.

•

SPERIE PERAKOS, general manager of Perakos Theatres Associates, New Britain, Conn., has been elected president of the Yale Club of that city.

•

NELSON TOWER, sales representative for RKO Radio in Atlanta, is hospitalized there as a result of a heart attack.

•

IRVING SHIFFRIN, of the United Artists exploitation department, is in Norfolk, Va., from New York.

•

LEO GREENFIELD, Universal Pictures branch manager in Albany, N. Y., has left there for Utica and Cooperstown.

•

SAM HARRIS, partner in the State Theatre, Hartford, is recuperating there from surgery.

•

JOSEPH QUATTROCCA has been named manager of E. M. Loew's Lynn (Mass.) Drive-in.

•

WILLIAM WYLER, producer, is scheduled to arrive here from Hollywood at the weekend.

Cinema Lodge Host Today To Film Golfers, Guests

With the weatherman promising warm weather and sunshine, more than 100 golfers are expected to tee off at the Vernon Hills Country Club at Tuckahoe, N. Y., this morning in the third annual film industry golf tournament sponsored by New York's Cinema Lodge of B'nai B'rith.

Cinema Lodge president Burton E. Robbins and Martin Levine, chairman of the tournament, have been at work for several months in setting up the details of the tournament to rival if not surpass the successes of the previous two events. Close to 50 industry firms and individuals have contributed prizes which will be awarded for the lowest net, lowest gross, putting contest, longest drive, hole-in-one, birdies, best dressed golfers, worst golfer and to the winners and runners up in each foursome. In addition, a large group of prizes will be awarded the larger group of participants in the banquet at the Vernon Hills Club which will be held in the evening following the Tournament.

As tournament committee co-chairmen, Harold Rinzler and Marvin Kirsch and their committee members who include Don Mersereau, Milt Livingston, Herb Berg, Cy Seymour, Milton Klein and J. Milton Salzburg, scanned last minute weather reports, they announced that they will be able to accommodate all the last minute participants including those who have not made advance reservations.

Industry Group to Inspect Hospital

Guests of the Will Rogers Memorial Hospital and the board of directors will leave here tonight for the annual inspection tour of the hospital at Saranac Lake, and the mid-year board meeting.

The party, numbering about 55, will be comprised of exhibitors, distributors, editors and publishers of the trade press, and representatives of the Metropolitan dailies.

Arrive Tomorrow Morning

Upon arrival at Saranac tomorrow morning, the group will inspect the hospital's patient and research facilities and other improvements made there during the past year. The tour will be conducted by Dr George E. Wilson and his associates, Drs. William K. Stern and H. W. McCreary.

Progress of the reactivated research program and advances in science and medicine will be explained by Dr. Edgar Mayer, medical consultant to the board, by Professor Morris Dworski, head of the research program, and Drs. D. M. Brumfiel and W. W. Woodruff, hospital surgeons.

Following luncheon, at which doctors from neighboring sanatoriums and representatives of the Saranac Chamber of Commerce will be guests, will be ceremonies to dedicate the "Chick" Lewis Memorial Wing of the hospital, to honor the late executive vice-president, Charles E. (Chick) Lewis, whose devotion to the betterment of the Will Rogers Memorial Hospital and its patients is well known throughout the industry. A large bronze wall tablet at the entrance to the Chick Lewis Memorial Wing will be unveiled by A. Montague, president of the Will Rogers Hospital, and Mrs. Lewis and members of the family.

Will Go to Schroon Lake

In the afternoon the entire group will be transported to Schroon Lake, where they will be the weekened guests of Herman, Allan, Burton and Norman Robbins at their Edgewater Resort Hotel. On Saturday morning the mid-year board meeting will convene at Edgewater in which the entire industry group will take part.

Robinson Says 'Robe' Seen by Most Pupils

After addressing 350,000 persons in 32 days throughout the U. S., actor Jay Robinson, prominently featured in 20th Century-Fox's productions, "The Robe" and "Demetrius and the Gladiators," disclosed that 75 per cent of high school students have seen the first CinemaScope film.

Currently concluding a cross-country tour in connection with the promotion of the not-yet-released "Demetrius," Robinson, who spoke before high school audiences, women's clubs, Kiwanis, Rotary, and other groups, said that the personal appearance tour he is making for the studio "will bear fruit at the box-office."

Next Stop Is Boston

To date, Robinson has been in Salt Lake City, San Francisco, Portland, Seattle, Minneapolis, St. Paul, Milwaukee, Chicago, Kansas City, Des Moines, Omaha, Denver, Detroit, Cleveland and New York. He leaves over the weekend for Boston, then Philadelphia and ending in Washington.

Asked about acting in CinemaScope films, Robinson replied, "The days of the 30 or 40 second takes are over. Hollywood performers will have to adapt themselves to CinemaScope as the new medium requires longer scenes and not as many takes."

Drive-ins Show 'Line' And Are 'Off Limits'

OMAHA, June 9. — Archbishop Gerald Bergan ordered a ban on "The French Line" for all Catholics in the Omaha territory and declared two theatres opening with the film yesterday—the Airport and Gold Spike Drive-Ins—off limits until Oct. 1.

The Archbishop's order was read at all masses in all Catholic parishes Sunday and will be repeated every Sunday.

'Prince' Opens Thursday

M-G-M's CinemaScope production of "The Student Prince," will open at Radio City Music Hall on Thursday.

Universal Overseas Conclave in Session; Officials Attend

BARCELONA, June 9.—Sparked by key addresses from Universal Pictures president Milton Rackmil, U. I. vice-president and foreign general manager Americo Aboaf and vice-president David Lipton, the 1954 European sales convention is in full swing here this week.

Rackmil Points to Upsurge

President Rackmil told the 50 delegates from Europe and the Near East that the company was experiencing a great upsurge in business in Europe and throughout the world due mainly to the product coming from the U-I studio plus the excellent company spirit and organization. Commenting on recent technical developments, he said: "People don't buy systems—CinemaScope, 3-D, etc.—they buy entertainment. U-I is a '4-D' company, comprising, dependability, drive, daring and determination.' Expansion and progress is our security for the future in a highly speculative industry."

In his address, Aboaf emphasized that the company could not consider itself successful unless the exhibitor made a profit. "U-I's definition of a big picture is one that makes big profits," he stated.

Lipton, guest of honor at the convention, elaborated on U-I's slogan, "Pictures with that Universal Appeal," by outlining in detail the coming studio product.

Recorded Message from Daff

A highlight for the delegates was the playing of a specially recorded message from executive vice-president Al Daff flown from the studio.

Vice-president Felix Sommer told the convention that "the company was unsurpassed in its intelligent expenditure of millions of dollars a year for picture production." Kenneth Hargreaves, managing director of General Film Distributors, U. I. distributors in the United Kingdom, spoke of exhibitor goodwill and the need for flexibility of booking policy to secure maximum contracts. John Marshall, Middle Europe Supervisor, revealed the signing of a 52-week exclusive contract with the 1,260-seat Pathe Cinema in Antwerp.

Market Action Stirs Rep. Control Rumor

Heavy trading in Republic Pictures common stock for the second consecutive day on the New York Stock Exchange revived reports in circulation in financial quarters several weeks ago that a group of Texas oil and cattle men were buying the stock in the open market with the aim of ultimately acquiring a controlling interest.

Yesterday 36,600 shares changed hands for a two-day volume in excess of 50,000 shares. Closing price yesterday was unchanged at 4⅞, despite the weak market prevailing which saw all other active issues lose ground.

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AFM Conclave Opens At Auditorium, in Milwaukee Monday

MILWAUKEE, June 9.—The 57th annual convention of the American Federation of Musicians, AFL, will open here on Monday with James C. Petrillo, president, presiding. Approximately 1,100 delegates representing 698 musicians' locals in the United States, Canada, Puerto Rico, Alaska and Hawaii, will gather at the Auditorium for a four-day session to elect officers and transact the legislative and policy-making business of this 58-year-old AFL international union.

Business sessions will be highlighted by president Petrillo's verbal report to the opening Monday afternoon session. Secretary of Labor James P. Mitchell will be heard on Thursday. Senator Wayne Morse of Oregon is also a scheduled speaker.

To Be Greeted by Dahlstrand

Officers, delegates and their wives, numbering nearly 2,000, will be welcomed at the opening session by Volmer Dahlstrand, president of Milwaukee's 58-year-old Musicians Association, pioneer Local 8 of the A. F. of M.

Appropriately, Milwaukee will resound during the four-day session with music—live music by live musicians—provided by some 20 professional organizations, from 60-piece bands to strolling serenaders performing in city parks and hotels as well as at the Auditorium.

Sessions are open to the press and also to such visitors as may be seated off the convention floor.

Immediately following adjournment the union will pay out to delegates more than $200,000 in reimbursement of per diem and hotel expenses.

File Anti-Trust Suit; Smalley vs. Schines

UTICA, N. Y., June 9.—Claiming they have been "deprived" of product of major producers and distributors, Smalley Theatres, Inc., and Smalley Norwich Theatre Corp. have filed in U. S. District Court here an anti-trust suit for treble damages of $2,250,000 against Schine Chain Theatres, Inc., Schine Circuit, Inc., Schine Theatrical Co., Inc., Schine Enterprises Corp., J. Myer Schine, Louis W. Schine and eight major distributors.

The complainants charge that as a result of "the combinations and conspiracies of the defendants, in execution of said combinations and conspiracies, and by reason of the illegal activities of the defendants," the plaintiffs have been "deprived" of the product of the producer-distributor defendants for the Smalley Theatre, in Norwich, N. Y.

The only other theatre in Norwich is the Colonia, which, the complaint states, has been operated since 1933 by the Schine defendants "directly or through subsidiary, affiliated or associated corporations."

Irish Short Opens

"St. Patrick's Day Parade," a featurette in color documenting the life of Ireland's patron saint, starts a special engagement on Monday at the Baronet Theatre as part of the world premiere program of the Celtic Films production, "The Spell of Ireland," now in its fifth week.

Reviews

"Gog"

(Tors-United Artists)
(3-D)

SUSPENSE-FILLED throughout its 85 minutes, "Gog" is a good science-fiction film which promises thrills for the entire family. Containing solid entertainment values woven through a tightly knit story, "Gog" stars Richard Egan, Constance Dowling and Herbert Marshall. The film is in color by Eastman Color.

The story centers around American scientists working in the government's subterranean laboratory in New Mexico where the group is constructing the nation's first space station.

Egan, as a security agent, is called in when the work is sabotaged by an unseen enemy, which takes the lives of six scientists. Marshall, in charge of the installation, assigns Miss Dowling as Egan's guide. She is also a security agent.

Eventually, Egan discovers the damage and killings are being done through Novac, the giant brain machine which controls every operation in the underground plant. At the same time, an enemy rocket, beaming an ultra-high frequency ray into the brain and controlling it, has been steadily flying overhead.

The laboratory is endangered when "Gog," a five-armed robot, gets out of hand and attempts to start a chain reaction in the plant's atomic pile. At the film's climax, an American jet plane destroys the rocket and ends its control of Novac.

Egan and Miss Dowling, as the film ends, prove that human love overcomes all difficulties, including robots and mechanical brains.

Ivan Tors produced "Gog" and Herbert L. Strock directed. Tom Taggart wrote the screenplay based on a Tors' story. Philip Van Zandt and Steve Roberts contribute skillful supporting roles.

Running time, 85 minutes. General classification. For release in June.

FRANCIS BACKILMAN

"Tanganyika"

(Universal)

PERHAPS the most fitting adjective that could be used to describe this picture is "adequate." The story by William R. Cox is a bit stereotyped and as a result little could be done by William Sackheim and Richard Alan Simmons in their screen adaptation in the way of livening it up. However, Van Heflin, Ruth Roman and Howard Duff handle the rather ordinary lines given them in a convincing manner, which should assure the picture of at least a fair audience reaction.

The story is set in the jungles of British East Africa. Heflin and his partner have been stymied in their wildcat venture in lumber by the uprising of a neighboring tribe. Heflin is certain that the natives have been stirred up by an accused murderer, Jeff Morrow, and sets out to eliminate the troublemaker. In the course of his trek inland, Heflin's safari picks up a wounded man, Howard Duff, who turns out to be the brother of the renegade white man, and Miss Roman, who successfully stood off an assault by the savages which caused her brother's death. After facing the normal perils of the jungle, Heflin finally locates the hideout of Morrow and peace returns to the jungle, after Abel shoots his brother Dan, and Gale uses dynamite to simulate an artillery barrage and destroy the power-mad Morrow.

Produced by Albert J. Cohen, it was directed by Andre de Toth and is in color by Technicolor.

Running time, 81 minutes. General audience classification. Release in July.

F. S.

"Scotch on the Rocks"

(Kingsley International)

DESPITE very competent performances by an all-English cast, this is at best only moderately entertaining. The screenplay adapted from the Eric Linklater comedy, "Laxdale Hall," by Alfred Shaughnessy and John Eldridge is erratic and unevenly paced.

The story takes place in the town of Laxdale, located on a peninsula in the Scottish highlands. The only means of transportation into the town is by a single road on the land side and by steamer from the sea. The key to the plot is the fact that the road and the pier are in such a poor state that the five people in the entire town who own autos refuse to pay their road fund licenses until the government agrees to make needed repairs on the run-down facilities.

This is considered anarchy by the powers that be in London and a delegation headed by Samuel Pettigrew, M.P. (Raymond Huntley) is sent by Parliament to investigate. There is some interest created by the minor plot in which the villagers capture a group of men poaching on the fish and game preserve, but two love affairs between members of the delegation and local girls are stilted and contribute little. Pettigrew is finally caught drunk in illegal possession of game and pressured into recommending a new road and pier for the town.

Photographer Arthur Grant was successful in capturing much of the beauty of the highlands and integrating it into the production. The background music was composed and conducted by Frank Spencer and well presented by the Royal Philharmonic Orchestra. John Eldridge directed and the executive producer was John Grierson.

Running time, 77 minutes. General audience classification. Release, in June.

I.F.E. Says Gross of Italy-Produced Films Up 400% in 5 Years

The upward trend of box-office business at Italian motion picture houses which recorded an over-all increase of 00 per cent in the five-year period of 1949-1953 is primarily due to the jump in grosses recorded by Italian-produced pictures which rose almost 400 per cent in the same period, according to figures released by Italian Films Export.

Last year, native product accounted for $51,666,667 (31 billion lire) of box-office receipts, as contrasted with $13,333,334 (eight billion lire) for the base year of 1949. Total receipts of all films for the comparable periods were $155,000,000 (93 billion lire) in 1953 and $88,333,334 (53 billion lire) in 1949.

In the United States during the same years, receipts declined 10 per cent from $1,300,000,000 to $1,200,000,000 the company said.

Industry Overseas Hears Perspecta

Perspecta stereophonic sound was accorded an "enthusiastic" reception and "endorsement" in five major overseas trade and press demonstrations in the past week, according to cabled reports received by Loew's International here. The demonstrations are part of a series designed to acquaint the entire industry the world over with the Perspecta system, which has been adopted by M-G-M, Paramount Pictures and Warner Brothers.

From Paris to Singapore

Last week's demonstrations took place in Paris at the Rex Theatre, Mexico City at the Roble Theatre, Cairo at the Metro Theatre, San Juan at the Metro Theatre, and Singapore at the Cathay Theatre. In each city representatives of important circuits and independent cinemas, local producers, technicians and the daily and trade press attended. Arthur M. Loew, president of Loew's International Corporation and Samuel N. Burger, general sales manager flew to Mexico City to attend.

Flights to Rome RKO Contest Prize

RKO Pictures has arranged a tie-in with Italian Air Lines in conjunction with the world premiere of "Sins of Rome" in the Cincinnati and Cleveland area whereby winners of a letter writing contest on the subject "Why I Would Like To See Rome" will be awarded a free trip to the Italian capital.

'Tour' To Be Screened

"The Royal Tour of Queen Elizabeth and Philip," photographed both in CinemaScope and Eastman color, will be shown this evening in a special screening for the English-Speaking Union, to be held at 20th Century-Fox's Little Theatre here.

AB-PT Dividends

The board of directors of American Broadcasting-Paramount Theatres yesterday declared a 25-cent dividend each on its preferred and common stock, payable on July 20 to stockholders of record at close of business on June 25.





BUSINESS HITS NEW HIGH!

THE RAVES ARE MIGHTY!

FOR WILLIAM A. WELLMAN'S

THE HIGH AND THE MIGHTY

WARNERCOLOR AND STEREOPHONIC SOUND















WITH PAUL KELLY SIDNEY BLACKMER AND INTRODUCING DOE AVEDON · KAREN SHARPE · JOHN SMITH

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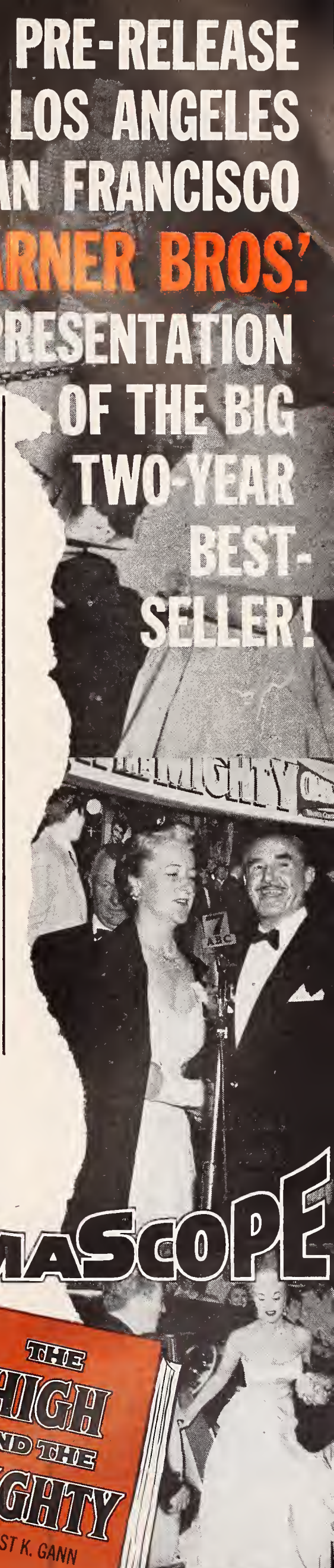


SMASH TWO-CITY PRE-RELEASE OPENINGS IN LOS ANGELES AND SAN FRANCISCO FOR WARNER BROS.' BIG PRESENTATION OF THE BIG TWO-YEAR BEST-SELLER!

"THE HIGH AND THE MIGHTY" RANKS WITH ALL-TIME GREAT PRODUCTIONS

THE HIGH AND THE MIGHTY is highly entertaining, widely appealing and handsomely mounted—high, wide and handsome in every sense of the word. This is one of the great pictures of our time. Played with fast pace, steadily mounting suspense, it contains every successful dramatic ingredient—from uproarious farce to literate tragedy. It combines physical thrills, tender passion and hard-boiled realism to make a picture that will appeal to everyone.

With this production, the young Wayne-Fellows company leaps to the front ranks of producing organizations. But the achievement is more important than that. "The High and the Mighty" will benefit not only Wayne-Fellows, who made it, and Warners, who distributes it; its benefits will be felt by the entire motion picture industry — including every exhibitor. For this is one of those films that the screen cannot live without. It will satisfy millions and it will be widely talked about. Beautifully photographed in WarnerColor and using the breadth of CinemaScope with sure and skillful dramatic effect, it gives the public something it cannot get on television. It makes a trip to the movies a big event for any family and it restores to the screen a place of importance in our national experience.



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PHONIC SOUND



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Veto Asked of Mayor

(Continued from page 1)

the interests of the inhabitants of this city.

"There is one thing we want to make emphatically clear. If the mayor should sign the tax, let no one think that the fight will be over. We cannot stand idly by in the face of either creeping or galloping economic disaster.

"With the heartening and concerted support of the businessmen, the merchants and the people of the city, we shall press our efforts to remove the tax from the books.

"The mayor surely knows that commercial blight is always the high price that a city area pays when a theatre is forced to close down. Business activity in the stores and shops surrounding the theatre dwindles or dies with it. Multiply a theatre closing by a hundred and there will be large areas of the city facing irreparable economic loss. Moreover, the city would lose substantial sums in tax revenues—more, much more, than the $4,000,000 it is optimistically estimated this tax would raise. Unemployment would shoot up.

"Surely, this isn't what Mayor Wagner wants—stagnant and festering economic areas of distress in our city. Is this good economics? What kind of fiscal policy is it that would bring economic blight to the city? What economic justification is there for this tax?

"From City Hall we've heard a lot of talk. But we have heard no sound arguments from the mayor or from city officials to justify this tax. In fact, instead of trying to justify it, they apologize for it. In his communication yesterday to the Governor, Mayor Wagner indicated he would like to veto the tax. If that's how he feels, why doesn't he veto it?

"We don't believe that apologies will satisfy the millions of citizens of New York. Movie-goers must ultimately bear the brunt of the tax. Nor will expressions of regret placate the more than 960,000 persons who signed petitions to the Mayor and city officials to kill the tax. The Congress of the United States granted admissions tax relief to our industry to prevent further deterioration in our economic condition. Congress didn't grant this national relief in order to permit cities to soak us instead.

"We hope that Mayor Wagner, after calm and objective deliberation, will recognize the harm that this tax will do to everyone in the city. If he gives the proposal this kind of consideration, how can he reach any conclusion but to veto it?"

Tax Proposal

(Continued from page 1)

laid down in the provision, which was added by the committee to the House-passed technical tax relief bill. The original change-over could be made whenever the business feels it to its advantage, and providing it meets the restrictions in the bill. Once the business elected to be taxed in another manner, it could not change its mind again without a substantial change having taken place in its ownership.

The provision was originally recommended by the President in January, but was vetoed by the House Ways and Means Committee.

The Finance Committee wound up its tentative voting on the bill today. The staff will have to work on the bill a week or more, and the committee hopes to meet by June 18 to take a final look at the measure and report it to the Senate.

Chairman Millikin (R., Col.) said he does not expect many changes.

Hold 'Gala' Premiere For Short Subject

What is considered to be the first 'gala' world premiere of a motion picture short subject will take place on Wednesday night when the Universal-International color short, "Rolling in Style" will have its first showing in three cities simultaneously in Allentown, Bethlehem and Easton, Pa. The short, produced by Thomas M. Mead with Arthur Cohen as director, features the Hess Brothers Fashion Caravan which stages mobile fashion shows throughout Lehigh Valley for the Hess Brothers department store in Allentown.

A typical Hollywood premiere will take place in each of the three cities on the same night.

Paul Gregory to Use Goldstein's Setup

Paul Gregory and Leonard Goldstein, who individually have United Artists releasing deals for their pictures, have reached an agreement whereby an association of the two producers has been effected.

"The Night of the Hunter," which marks Paul Gregory's first venture into motion pictures, will utilize the physical organizational and production facilities of Leonard Goldstein Productions, which is located on the RKO Pathe lot in Hollywood.

Since Goldstein has a schedule of 10 pictures to be made for UA this year, both producers feel such an association will be mutually beneficial and are discussing plans for future productions, utilizing the Goldstein production facilities, UA reported.

USIA Funds

(Continued from page 1)

appropriated during the current year, ending June 30, requested $89,000,000 for the coming fiscal year, starting July 1. The House voted only $75,814,000. The Senate Appropriations Committee today voted to increase this to $83,814,000.

Under the $89,000,000 budget request, the motion picture service would have gotten $6,964,000, compared to $3,390,000 this year. It would get only $2,931,000 under the House action. The service will undoubtedly fare better under the Senate Appropriations Committee, although the exact amount was not available immediately.

Oregon Exhibitors

(Continued from page 1)

association in attendance. Al Forman was named temporary chairman of the organization and James Clark secretary-treasurer. Sixteen were named to the board of directors.

The delegates voted to hold another meeting on June 23, at which time a determined effort will be made to perfect a strong and permanent organization, necessity for which was stressed by all attending today's conclave.

Pettersson Is Guest Of AMPP on Coast

HOLLYWOOD, June 9.—President Eric Pettersson of the Swedish Motion Picture Exhibitors Association told the international committee of the Association of Motion Picture Producers at a luncheon in his honor: "We should all devote ourselves to promoting respect and understanding for our industries and our product. It is not exploitation of individual pictures, but of all pictures and picture industries, that is important to the future."

Pettersson, whose theatre interests represent about 87 per cent of Sweden's exhibition, and who is editor-publisher of his country's chief trade journal, "Biographhagaren," an honorary member of the Swedish Film Academy and a member of the International Motion Picture Society.

Pettersson leaves tomorrow for New York enroute to Sweden.

FILM PEOPLE HONORED BY QUEEN

LONDON, June 9.—The Queen's birthday honors list to be published tomorrow includes the names of several known to the American as well as the British film industry to be given titled recognitions.

A knighthood will be announced for Beverley Baxter, M.P., film critic of the "Evening Standard." Tom Stobart, cameraman on the memorable film of the Mt. Everest climb, will be given the Order of the British Empire. Denis Wratten, head of Kodak's motion picture division here, will be made a Commander, O. B. E. Somerset Maugham, many of whose stories have been filmed and whose "Sadie Thompson," made for the third time, is a current hit here, will be designated a Companion of Honour, one of the country's highest honors.

Edith Sitwell, poetess and script writer of Columbia's "Fanfare for Elizabeth," becomes a Dame Commander, O. B. E.

Stobart is now in the Himalayas photographing more attempts to conquer the heights. Baxter's knighthood is popular with American executives here. A distinguished journalist and former editor of the "Daily Express," he took over the "Standard's" film assignment as part of a rapprochement move between Fleet Street and the film trade.

Business-Census Bill Passes the Senate; Sent to President

WASHINGTON, June 9.—The Senate passed and sent to the White House a bill to permit the government to take a comprehensive census of business and manufacturing next year.

The census, which would include detailed information on film production, distribution and exhibition, would be based on 1954 business. The government was supposed to have taken such a comprehensive census this year, based on 1953 business, but the appropriations committees refused to grant funds. Even though the census has now been authorized for next year, the census bureau must still get the money from the appropriations committees before the work can go forward.

Sarnoff Announces RCA Promotions

Further organizational steps and promotions to keep pace with the continued growth of the Radio Corporation of America have been announced by Brig. General David Sarnoff, chairman of the board, following a meeting of the board of directors.

Dr. Elmer W. Engstrom, executive vice-president, RCA Laboratories, has been elected executive vice-president, research and engineering, and continues as head of the RCA Laboratories. In his new capacity Engstrom will have broad responsibility for all research and engineering activities of the corporation.

Dr. Irving Wolff, who has served as director of research, has been appointed vice-president, research, RCA Laboratories, Princeton, N. J.

Dr. D. H. Ewing has been appointed administrative director, RCA Laboratories, with headquarters at Princeton, N. J. He was previously director of the RCA physical and chemical research laboratory.

New Role for Hanson

O. B. Hanson, heretofore vice-president and chief engineer of the National Broadcasting Co., has been elected to the RCA staff as vice-president, operations engineering. He will have responsibility for engineering matters pertaining to broadcast and communications operations, and will direct the activities of the RCA Frequency Bureau. Hanson will report to the executive vice-president, research and engineering, as will D. F. Schmit, vice-president, product engineering, who continues in that capacity.

Ewen C. Anderson, vice-president, commercial department, has been elected executive vice-president, commercial department. Anderson will be responsible for all patent license matters for RCA.

MGM Cartoons Now Converted to 'Scope

HOLLYWOOD, June 9.—M-G-M's cartoon studio has completed the conversion of its standard cameras to CinemaScope, according to producer Fred C. Quimby. A backlog of four painted and inked subjects awaiting the wide-scope camera treatment are "Touché, Pussy Cat," "Southbound Duckling," "Brave Little Mouseketeer" and "Pet Peeve." They comprise the quartette of new-angle cartoons now being sold to exhibitors for the 1954-55 season.

Foreign Market Strong

(*Continued from page* 1)

are protecting their own film industries by taxing films that are imported.

The MPAA head disclosed that film agreements with France, Italy, Argentina, Burma and Pakistan have not been concluded as yet. "We are attempting to implement the French tax agreement," Johnston said. Under the November, 1953, agreements, the U. S. is allowed to withdraw $210,000 monthly, export to France 110 films per year, and in turn pay France $350,000 over a two-year period, Johnston mentioned.

While the Jordan Valley water situation is utmost in mind, Johnston said at the moment that he will stop off in Paris and also in Italy on his way home from Cairo to try to complete the French and Italian film agreements.

In Pakistan and Burma, the film agreements are "still up in the air," Johnston said, with issues concerning the importing of U. S. product and a tax on sales to be ironed out. He disclosed that headway has been made on an elimination of the sales tax and a reduction on duty on U. S. films.

Johnston stated that lawsuits instigated by U. S. film distributors that are pending in France total $8,000,000. He also stated that on Sept. 22, members of the British Board of Trade, representatives of the French film industry and U. S. motion picture men will sit down in Washington to discuss joint problems.

The MPAA president disclosed plans for a Fall overseas trip whereby he will meet with governmental heads of Far East and Oriental countries to tell of U. S. film problems and explore the possibility of expanding the U. S. market there.

Asked about the $25,000 fine levied on RKO Radio Pictures for releasing "The French Line" without a Code seal, Johnston replied, "the matter is under adjudication."

Johnston also said that the plan to streamline the distribution of motion pictures is still being discussed.

Sydney Schreiber, MPAA legal representative, is with other U. S. tax experts in France for discussions concerning a "turnover" tax.

Johnston Plans Six-Nation Tour to the Far East

Eric Johnston, president of the Motion Picture Association of America, yesterday announced plans for a trip to six Oriental countries in which he will present foreign industry problems to heads of governments in that part of the world.

The possibility of expanding markets will be high on Johnston's list of topics with the leaders, he announced.

With the first stop tentatively set for Tokyo, Johnston plans to leave the U. S. the latter part of October, returning before Christmas, he said.

He will confer with government heads in Japan, the Philippines, the Malay States, Indonesia, Burma and India during the tour, Johnston said.

Johnston Urges Plan To Up Red Standards

Terming it "the best chance we would have at this time of effecting some semblance of peace," Eric Johnston, president of the Motion Picture Association of America, yesterday urged that the American economy be used as a major weapon in a campaign to pressure Russia into raising her living standards at the expense of her war potential.

Johnston, speaking to delegates at the 40th convention of the National Association of Direct Selling Companies meeting here, said that to launch such a campaign, a conference should be called this summer at which representatives of various segments of the American economy would be asked to map out a program of action. Johnston recommended that in addition to leaders representing management, labor, agriculture, education and government, spokesmen for American philanthropic foundations be asked to participate in the campaign as well.

Calls for 'Counterpressure'

Johnston warned that America was "in danger of becoming a nation of fussbudgets, fussing while we budget and budgetting while we fuss," because of Russian pressures on our economy, and that a campaign of counterpressure along the lines he proposed was the best way of protecting ourselves.

According to the Johnston plan, the American economy would be used along "three broad avenues" to force the Kremlin into making a choice between improving its civilian economy or risking growing popular unrest within her borders.

These three avenues, which the speaker described as "tempo, trade and demonstration" would drive home to the Russion people that "we do lead a better life but that its blessings would be within their grasp if only their Communist masters would permit them to earn and enjoy these blessings themselves."

Two Fabian Houses To Get Title Fight

ALBANY, June 9.—A second upstate area Fabian theatre, Proctor's in Troy, will telecast the Marciano-Charles heavyweight championship bout next Thursday, circuit spokesman said today.

Up to the present, Albany has been the only city in which the circuit presented a closed circuit telecast of a sporting event. It was first done in the 3,650-seat Palace, and for the past three years in the 1,500-seat Grand. Proctor's seats 2,500.

The advertised Grand admission price is $3.30.

'Wilson's Box' Goes From Keith's in D.C.

WASHINGTON, June 9.—"President Wilson's Box" at RKO Keith's Theatre here has disappeared as part of the theatre's recently started renovation program.

The theatre, just a block from the White House, is being thoroughly renovated, preparatory to the opening of "The Caine Mutiny" on July 7. The alterations included tearing down the boxes, including one in which Mr. and Mrs. Wilson were almost weekly visitors when he was President. The President particularly liked vaudeville, and Keith's was a vaudeville house at that time.

National Pre-Selling

The Campaign for "Magnificent Obsession"

TO every exhibitor who realizes the value of pre-selling — the building of advance interest and the creation of public "desire-to-see"— the national magazine schedule for "Magnificent Obsession" is of significant importance. For Universal has determined to reach into every part of the nation—to an estimated readership of over a hundred million people!

•

Twenty-six national magazines, all of which are known to have a preponderance of movie-goers in their readership, will carry advance advertising for "Magnificent Obsession." with a combined net paid circulation of over forty-five million and an average of probably three readers or more per copy, the claim of over a hundred million total coverage is not overstated.

Universal says that the objective is: *"To cover the entire 'woman appeal' market . . . through all the leading women's magazines! In the home . . . in the beauty parlor . . . in the shopping centers . . . all women . . . all ages . . . everywhere."* But apart from the well known influence of women upon their male escorts in theatre attendance, there is the fact that millions of men are among the readers of at least some of the great magazines on the list.

•

If you know of any individuals or families who do not read one or more of these magazines, it is not likely that they are representative of the potential market for motion pictures: *LIFE, LOOK, WOMAN'S HOME COMPANION, REDBOOK, SEVENTEEN, TRUE STORY, TRUE CONFESSIONS, COSMOPOLITAN, GOOD HOUSEKEEPING, McCALL'S, CLUBWOMAN, PARENTS', WOMAN'S DAY, FAMILY CIRCLE, PHOTOPLAY, MOVIE LIFE, MOVIE STAR'S PARADE, MODERN SCREEN, SCREEN STORIES, SCREEN, MOVIELAND, SCREENLAND, SILVER SCREEN, MOVIE WORLD, SCREEN WORLD, MACLEAN'S* (Canada).

That, gentlemen, is Coverage with a capital "C." "Magnificent Obsession" will have its world premiere at the RKO Palace Theatre in Cleveland on July 15.

•

"Tony Curtis: He Still Likes Salami." That is the heading of a story in Parade magazine for June 13, which features Tony and his wife, Janet Leigh, in color on the front cover. The point of the story (good for public relations) is that "Success hasn't changed the Bronx problem boy who grew up to be the teenagers' film favorite."

•

Woman's Home Companion's selected and reviewed pictures for the July issue are: "The Caine Mutiny," "Man With a Million," "The Student Prince," "Her Twelve Men," "The High and the Mighty" and "About Mrs. Leslie."

WALTER HAAS

The August National Release of

MAGNIFICENT

...will be heralded
by one of the most powerful
National Magazine
Campaigns in
Industry History!

Including the entire "woman appeal" market
...through all the leading women's magazines!
In the home...in the beauty parlor...in the
shopping centers...all women...all ages
...everywhere...will feel the pre-selling
impact of this great campaign!

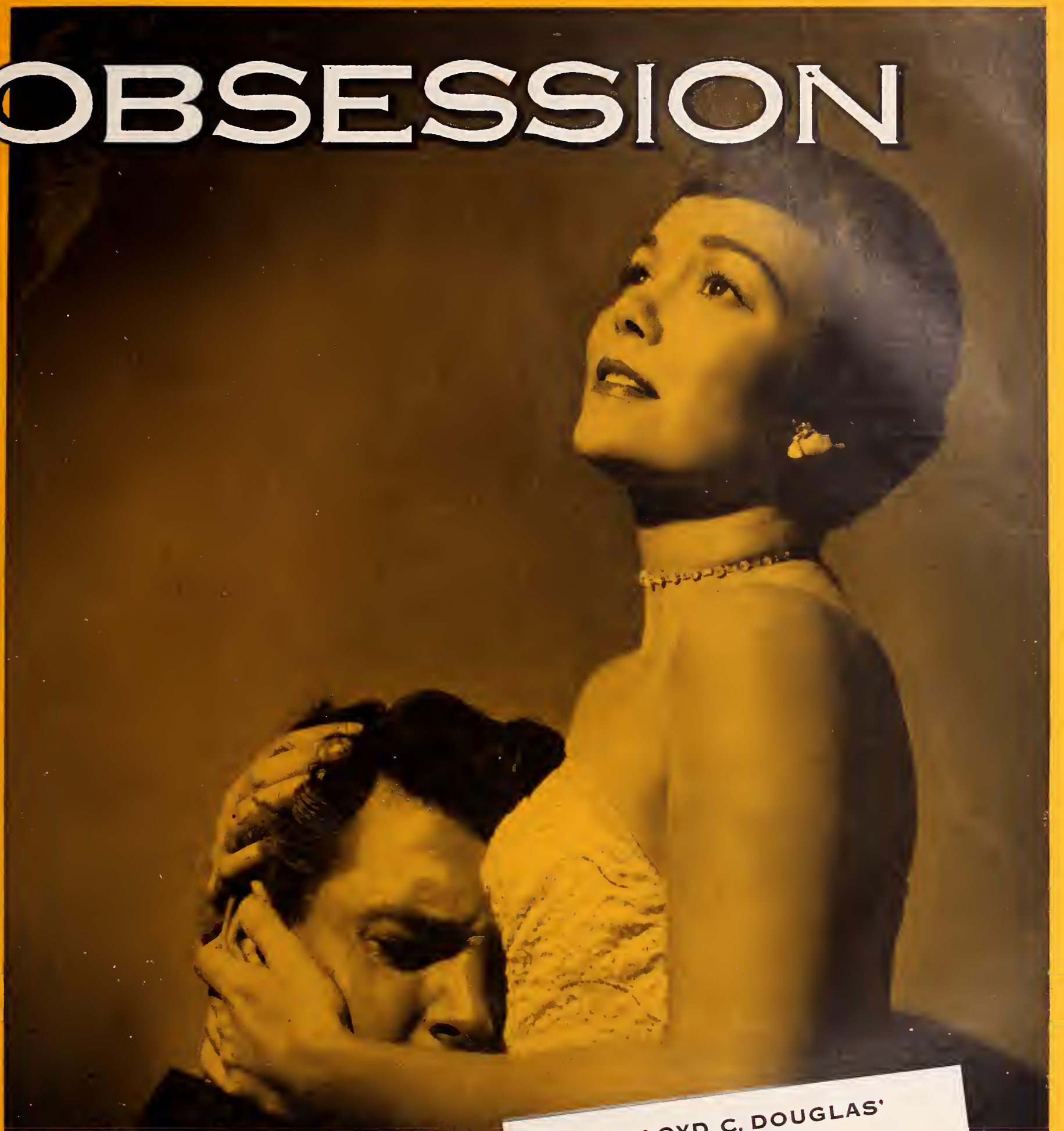
45,089,226 COPIES OF 26 NATIONAL MAGAZINES
with a COMBINED READERSHIP OF OVER 100,000,000!

LIFE • LOOK • WOMAN'S HOME COMPANION • McCALL'S • WOMAN'S DAY • FAMILY CIRCLE • CLUBWOM
REDBOOK • PARENTS' • SEVENTEEN • COSMOPOLITAN • TRUE STORY • PHOTOPLAY • GOOD HOUSEKEEPI

Universal International

Pre-release World Premiere, R.K.O. Palace Theatre, Cleveland, July 15

OBSESSION



Universal-International presents

JANE WYMAN
ROCK HUDSON
BARBARA RUSH

LLOYD C. DOUGLAS'

Magnificent Obsession

COLOR BY TECHNICOLOR

UE CONFESSIONS • MOVIE LIFE • MOVIE STAR'S PARADE • MODERN SCREEN • SCREEN STORIES • SCREEN
OVIELAND • SCREENLAND • SILVER SCREEN • MOVIE WORLD • SCREEN WORLD • MACLEAN'S (CANADA)

with AGNES MOOREHEAD • OTTO KRUGER • GREGG PALMER

Directed by Douglas Sirk • Screenplay by Robert Blees • Produced by Ross Hunter

O'Donnell

(Continued from page 1)

top product, from Barney Balaban, Steve Broidy, Arthur Krim, Edward Muhl and Al Lichtman and that he understood others were in the mail.

Universal and United Artists plan to release more "A" pictures this year than they originally had scheduled, O'Donnell said, according to the letters from UA president Arthur Krim and Universal's prouction chief, Edward Muhl. One company, he said, expressed the opinion that some of its better product had not been given the play-offs that they deserved.

All the letters, O'Donnell stated, reflected a sympathetic note in answer to O'Donnell's request for more top pictures, but there were no direct indications that the product dearth would be overcome.

Firestone TV

(Continued from page 1)

vision broadcasts over ABC, the house will continue its regular film program, Shapiro said.

On each Monday evening, a special section of seats will be set aside for free admission to approximately 300 guests of Firestone and these guests will be permitted to remain after the simulcast and see the regular screen attraction.

The first film feature to share Monday evening honors with the program will be Warner Brothers' science-fiction picture "Them," which opens on June 16. Succeeding pictures planned for early showing at the Paramount Theatre include "The High and the Mighty," "Ring of Fear," "King Richard and the Crusaders" and "Dragnet."

Asks Extension of Unemployment Act

WASHINGTON, June 9.—Labor Under-secretary Arthur Larson urged Congress to extend the Federal Unemployment Insurance Act to any employer of one of more workers.

At present, only employers of eight or more workers are subject to the Act and need pay the unemployment insurance tax. Many small theatre operations would likely be affected by the proposed change.

Larson testified as the House Ways and Means Committee opened hearings on an Administration-backed bill introduced by chairman Reed (R., N. Y.) to expand the coverage to the small firms.

'Knights' Bows in Bogota

The president of the Republic of Colombia will head the roster of guests attending the premiere of M-G-M's "Knights of the Round Table" in CinemaScope, with Perspecta stereophonic sound, at the Metro Theatre in Bogota tomorrow night, according to a cabled report received by Loew's International here.

LOOK TO FILMACK FOR THE FINEST ANNOUNCEMENT TRAILERS
ALWAYS GOOD! ALWAYS ON TIME!
1327 S. Wabash - Chicago, Ill. 630 Ninth Ave. - New York, N. Y.

Takes First Place

'U' Spends $100,000 on 8 Films for Magazine Ads

With Universal-International's "Magnificent Obsession" national and fan magazine advertising campaign calling for an expenditure understood to be in excess of $100,000 as the eighth picture to be advertised by that company in this medium since the beginning of 1954, the company moves into first position in expenditures on films in national and fan magazine advertising, according to the latest figures available in the Publishers Information Bureau schedules.

Loew's, Inc., the long-time leader in the field of national magazine advertising, used this medium for five pictures in the first four months of 1954 and used a sixth campaign institutionally. RKO Radio, a heavy user of the national magazines, had a big campaign on "Rob Roy" while most of the other companies concentrated upon the fan magazines.

Universal's expenditures on the eight pictures will probably go well over the $400,000 mark with the "Magnificent Obsession" campaign scheduled to appear in 26 publications in what the company has said is the greatest concentration on women's publications in its history, covering the entire cross section of the women's audience and including the general women's magazines; the "confession" group, the teenage magazines; the fans and for the first time, the family magazine circulating through the large supermarkets and grocery chains.

Heavy Drive for 'Obsession'

Significant in Universal's "Magnificent Obsession" campaign is the use of Family Circle and Woman's Day for the first time by a motion picture company to sell the family audience. Both magazines have circulations around the four million mark and U-I has bought a large block of space in each publication.

That David A. Lipton, Universal's vice-president in charge of advertising and publicity, is obviously a firm believer in the effectiveness of the national and fan magazine advertising medium is evidenced by the record of the company's advertising in this medium since the first of the year and how it is tied in with the list of successful pictures. According to the PIB figures, Universal spent $129,058 on "The Glenn Miller Story" using Collier's, Coronet, Modern Screen, Screen Stories, the Fawcett Woman's Group, Movie Life, Movie Stars Parade, Life, Look, McCall's, Parents' Magazine, Screenland, Silver Screen, Photoplay, Woman's Home Companion, American Weekly and Parade. "The Glenn Miller Story" is understood to have rolled up a gross of over $5,000,000 in its first 10 weeks of distribution in the United States and Canada and is now understood to have passed the all-time Universal figure of "The Egg and I" which was around $5,300,000 domestic.

"Walking My Baby Back Home" was another U-I picture which received a substantial campaign in the national and fan magazines and it is understood to be one of the bigger U-I grossers of the year.

Record for 'Saskatchewan'

U-I also set another record early this year with "Saskatchewan" taking two-and-one-half page spreads in Collier's and Look to list 1,150 theatres playing the picture in the first 30 days of release. The cost was close to $85,000.

Besides the "Glenn Miller Story," "Saskatchewan" and "Magnificent Obsession" national and fan magazine advertising campaigns, Universal used the fan magazines to sell "Forbidden," "Rails Into Laramie," "Taza, Son of Cochise" and "Yankee Pasha." Loew's used the national and fan magazines for "Easy to Love," "Executive Suite," "Knights of the Round Table," "Long, Long Trailer," "Rose Marie" and institutionally.

Warners used the fan magazines for "The Command," "The Eddie Cantor Story," "His Majesty O'Keefe," "Hondo," "Lucky Me" and "Three Sailors and a Girl." Paramount used the fan magazines for "Casanova's Big Night," "Here Come the Girls," "Money From Home" and "Red Garters." Columbia was represented by "Miss Sadie Thompson"; 20th Century-Fox by "The Robe" and a CinemaScope ad in the fan magazines; United Artists by "Beat the Devil," Republic by "Jubilee Trail" and RKO Radio by "Rob Roy."

'Andersen' Dates at 1,000 for June-July

Samuel Goldwyn's "Hans Christian Andersen" has been booked by more than 1,000 theatres in every exchange area between the end of June and the early part of July, it was disclosed yesterday by Charles Boasberg, general sales manager for RKO Radio, the distributor. The picture opened yesterday in Portland, Ore.

Asks Fine Arts Bldg.

Herman Finkelstein, general attorney for the American Society of Composers, Authors and Publishers yesterday expressed his support of Congressman Charles R. Howell's (D., N. J.) Bill (H. R. 9111) for the establishment by the Federal Government of a fine arts building in Washington.

Canadian 'Pinocchio' Drive Under Way

A three-week promotion campaign said to equal that of others devised for a first-run picture, is being conducted throughout the Canadian province of Ontario for the latest re-release of Walt Disney's "Pinocchio."

The campaign is a co-operative effort of RKO Radio Pictures, the Toronto "Telegram" and Lablow's, the largest Canadian grocery chain.

The focal point of the campaign is a "Pinocchio Day" celebration, set for June 26.

Keller Film Tuesday

The world premiere of "The Unconquered," the new picture with and about Helen Keller, will take place at the Guild Theatre in Rockefeller Plaza on June 15.

Technicolor

(Continued from page 1)

mislead as to the character of prints furnished them or that Technicolor is losing ground with its imbibition process are each totally unfounded.

"'Technicolor' is the trade-mark of Technicolor Motion Picture Corporation and is registered in the United States Patent Office and in 67 countries around the world. The credit phrases 'Color by Technicolor' and 'Print by Technicolor' are used and have long been used to connote that prints of pictures bearing such phrases are products of Technicolor or its related companies as authorized by the trade-mark laws. Technicolor Motion Picture Corporation manufactures colored motion picture prints at the option of its customers by either the dye transfer imbibition process or by using Eastman color positive stock. In either type of printing process—imbibition or color positive, the photography may be and has been done on any of the several well known types of negative and taking material—three-strip negative, Eastman color negative, Ansco color negative, 16mm Kodachrome, Agfa color negative, etc. Prints are manufactured pursuant to contracts between Technicolor and its customers and in each case the customer specifies the type or types of process to be used in the production of the prints.

Some Modification Necessary

"The dye transfer imbibition method has been used by Technicolor for many years and was the first widely successful color motion picture process. The advent of large screen presentation has required that the techniques involved in the imbibition process be modified in certain respects to meet the requirements of larger screens. Technicolor is proceeding successfully to adapt the imbibition process to meet these requirements and expects that it will continue to lead the industry as in the past."

"Under the trade mark laws, Technicolor insists that it may use its trade mark in its credit phases applied to any print manufactured by Technicolor, no matter by what process the prints are made."

Reciprocal Trade

(Continued from page 1)

chairman Reed (R., N. Y.) yesterday introduced a bill calling for the one-year extension of the program, which expires under present law on Saturday. The committee is scheduled to meet tomorrow morning to report the bill out, and House leaders hope to take it up on the House floor Friday and pass it without change the same day. Reed said his committee would not have time this year for hearings on foreign trade problems, but would have extensive hearings on this subject early next year.

Color-UHF Sets

(Continued from page 1)

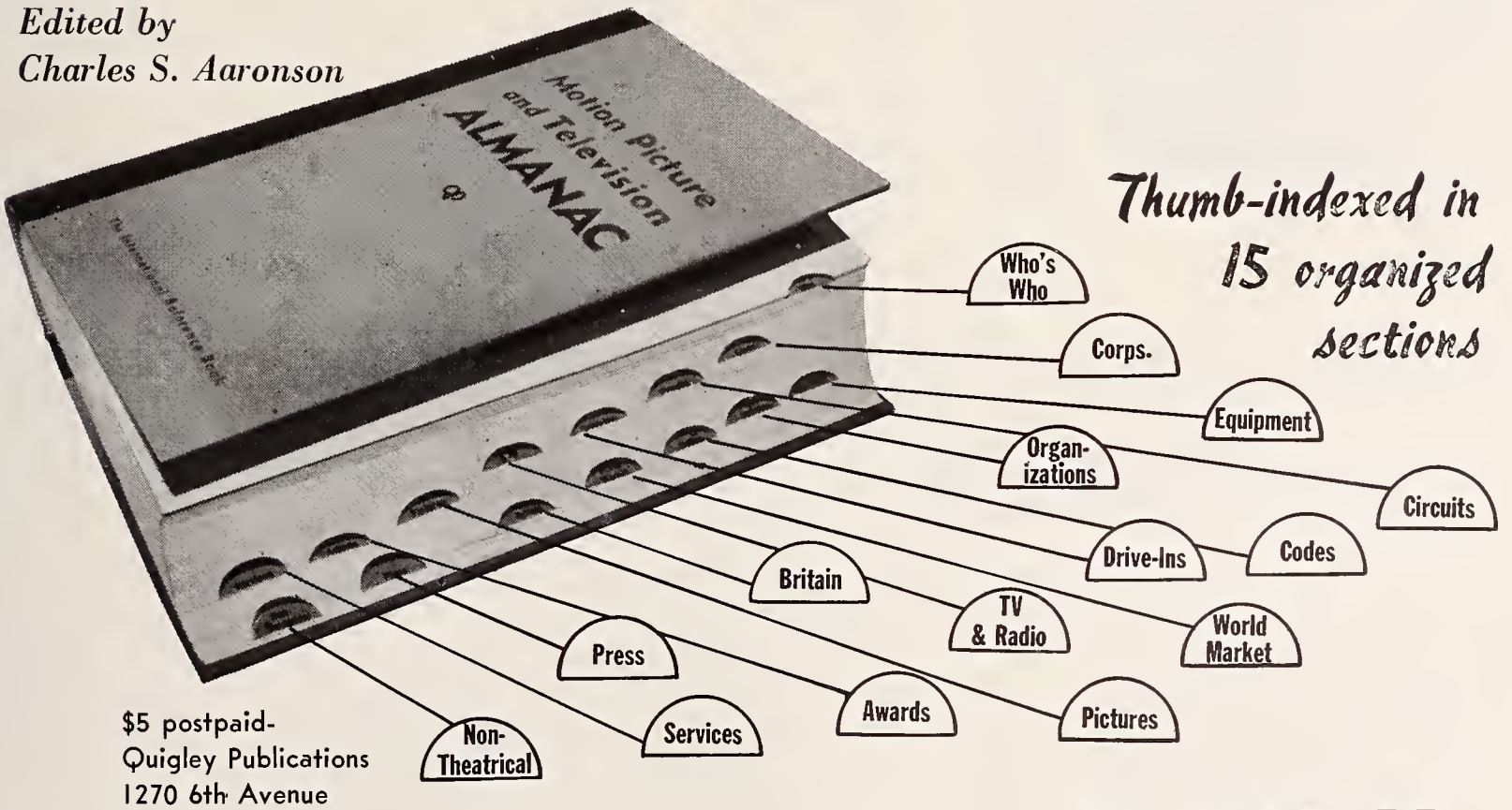
the amendment to the pending technical tax revision bill, but the committee barred this. Instead, it gave Johnson permission to offer it to a relatively minor estate tax bill. Johnson said he would not propose it as an amendment to the technical tax bill on the Senate floor unless other excise amendments were adopted.

Big Job . . .

Ever stop to think of what is involved in compiling and producing the industry's most-often-used reference book each year? The more than one thousand pages of Motion Picture and Television ALMANAC are checked and rechecked and revised . . . out-dated data is eliminated and useful new information is added . . . facts, facts, facts—literally tens of thousands of items are obtained and examined . . . In the *Who's Who* section alone, there are approximately 12,000 concise, correct biographies of personalities in or associated with the motion picture, television and radio industries. And that is but one of the 15 thumb-indexed sections!

The big job for the 1954-55 edition of the ALMANAC is well under way. Soon, its thousands of subscribers throughout the United States and Canada and in over eighty foreign countries will have the 26th edition in their hands, and the up-to-date facts at their finger-tips.

Edited by
Charles S. Aaronson



Thumb-indexed in 15 organized sections

$5 postpaid-
Quigley Publications
1270 6th Avenue
New York 20, N. Y.

The 1954-55 Motion Picture and Television ALMANAC

A QUIGLEY PUBLICATION



People come from everywhere to see COMPANION-approved movies!

Some 15 years ago, when the COMPANION started the now-famous Movie Guide, theater owners wondered where on earth the rush of business came from when they exhibited certain movies.

Now they EXPECT COMPANION-approved movies to pull an extra crowd. They know that millions of loyal readers use the COMPANION'S movie reviews as a guide. Naturally, it's good business to show pictures with this stamp of approval.

Top movie executives too, have great respect for the COMPANION'S say-so. That's why Hollywood has invested more money in the COMPANION over the past 7 years than in any other monthly magazine.*

**Except, of course, the fan magazines.*

Currently advertised in the COMPANION

Magnificent Obsession..... **Universal-International**

The Student Prince.....**MGM**

Flame and the Flesh.....**MGM**

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVE., N.Y. 19, N.Y.—PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIER'S, THE AMERICAN MAGAZINE, COLLIER'S ENCYCLOPEDIA.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 112 NEW YORK, U. S. A., FRIDAY, JUNE 11, 1954 TEN CENTS

ATTRIBUTE REP. STOCK ACTION TO RULING ON FILMS FOR TV

HOLLYWOOD, June 10.—Declining to comment on Eastern reports that a Texas syndicate is in the market to acquire a controlling stock interest in Republic Pictures, company officials here indicated a better explanation of the heavy transactions the past several days in the company's securities on the New York Stock Exchange is the Appellate Court decision last week-end reversing the lower court's findings in the Roy Rogers and Gene Autry cases affecting Republic's right to release their old pictures to television.

It is considered at the studio that the court's decision, which will free the company to sell all of its 141 Rogers and Autry features to television, has added between $5,000,000 and $6,000,000 to the book value of Republic shares.

Rogers and Autry have 30 days in which to appeal from

(*Continued on page 3*)

'U' Production Slate Reaches Five-Year Peak of Activity

Within the next three weeks production at Universal-International will reach the studio's highest peak in more than five years when eight pictures will be shooting simultaneously, the company announced yesterday. Six of these productions will be filming on wide-spread locations stretching to Ireland and covering many different parts of the United States. This sets an all-time studio record for the number of pictures locationing at the same time, it was said.

The Ireland location will be for "Captain Lightfoot," Technicolor story starring Rock Hudson, Barbara Rush and Jeff Morrow, which gets under way in Dublin June 22 with Douglas Sirk directing for producer Ross Hunter.

"Five Bridges to Cross," starring Tony Curtis, Julia Adams and George Nader, is shooting in Boston with

(*Continued on page 3*)

Drive-Ins to Aid Rogers Hospital

A mid-summer Salute for the Variety Clubs-Will Rogers Memorial Hospital at Saranac Lake, N. Y., will be conducted among the nation's drive-in theatres during the month of July, A. Montague, president of the hospital and vice-president of Columbia Pictures in charge of distribution, has announced.

The special summer campaign is being conducted because the drive-in theatres are closed during the period of the annual Will Rogers Hospital Christmas Salute campaign. It will

(*Continued on page 3*)

90 British Features Registered in Year

LONDON, June 10. — The Board of Trade has announced that 90 full-length British features were registered in the year ended March 31, 1954, compared with 82 in the previous year.

There were 278 "foreign" features registered, against 325 in 1953. Of the "foreign" total, 224 were American. France was second with 24 and Russia had five.

Broaden Seattle's Censorship Powers

SEATTLE, June 10.—A measure broadening the powers of the Board of Theatre Supervisors over motion picture showings and other forms of public entertainment was adopted by unanimous vote. The new ordinance, drafted after consultations with Frank

(*Continued on page 3*)

Myers Clarifies Stand

Sales Policies, Not Terms, Was Allied Arbitration Aim

A clarification of Allied States Association's stand on arbitration of film rentals was made by general counsel Abram F. Myers in a bulletin to members. Commenting on the recent New York conferences on a proposed arbitration system, Myers pointed out that the exhibitor representatives at the parleys "had to accede" to the film companies' advance agreement that arbitration of film rentals would not be open for discussion. Allied was not represented at the meetings.

In this regard, Myers wrote:

"If patient study had been made of Allied's proposal for all-inclusive arbitration and the explanations made thereof, these conferences would have realized that Allied was more concerned with the incidences of the distributors' sales policies than with 'the amount of money that an exhibitor shall pay for a picture.' But in order that there might be no misunderstanding, Allied did not attempt to disguise the fact that arbitration of selling policies on a national and regional basis would involve, or at least affect, film rentals."

Col. H. A. Cole, Allied leader, recently charged that the distributors were reaping the benefits of the admission tax reduction and on that score, Myers continued:

"Col. Cole's disclosure of the tax grab will make it necessary for the arbitration conference to decide whether complaints of

(*Continued on page 3*)

Myers Hits Charges Allied Wants Return Of Block Booking

Charges that Allied is advocating the return of compulsory block-booking because of its sponsorship of the Makelim production plan were branded as "ridiculous" in a current bulletin issued by Abram F. Myers, general counsel. Myers also hit the "willful misrepresentation of the acts and utterances of Allied leaders in regard to the film shortage."

Myers pointed out that "when Allied's general counsel said that the overbought condition that had sometimes resulted from the compulsory block-booking was better than being

(*Continued on page 3*)

Low Net to Fitter in Cinema Lodge Golf

Cinema Lodge of B'nai B'rith played host yesterday afternoon and evening to industry representatives and their guests at the Third Annual Film Industry Golf Tournament and Funfest, held at the Vernon Hills Country Club, Tuckahoe, N. Y. Cinema Lodge president Burt Robbins and tournament chairman Marty Levine presided at the banquet at which was awarded prizes contributed by more than 50 industry firms and individuals. Winners were:

Low Net, Al Fitter; Low Gross, John Murphy; Low Net Runner-up, Len Gruenberg; Low Gross Runner-

(*Continued on page 3*)

PRODUCT FOR REGULAR SCREENS, ALL EQUIPMENT ASKED BY LEVY

PORTLAND, ORE., June 10.—Now that two companies have dropped stereophonic sound requirements, all companies should go a step further and make more pictures available for all types of equipment including small screens, Herman Levy, general counsel of Theatre Owners of America, said here yesterday at the convention of the Theatre Owners of Oregon.

Pointing out that there are still thousands of theatres without large screens, Levy said that "those people must not become the forgotten men of the industry." Hitting at the product shortage, Levy said that "it appears obvious that distribution feels a scarcity of product in this industry makes for greater profit because it makes exhibitors hungry and reckless." This policy, he added, is driving the smaller theatres to disaster.

"We shall meet shortly in Los

(*Continued on page 3*)

Vote on Reciprocal Trade Pacts Today

WASHINGTON, June 10.—The House Ways and Means Committee voted to extend the present reciprocal trade agreements program for another year, until June 12, 1954.

The House rules committee immediately cleared the bill for House voting, under a procedure barring any amendments on the House floor. House Republican leaders plan to bring the bill up tomorrow and pass it the same day.

Senate finance committee chairman

(*Continued on page 3*)

Anti-Tax Campaign Praised by Moritt

ALBANY, N. Y., June 10.—Sen. Fred G. Moritt, Brooklyn Democrat and partner in MacDonald Pictures, said tonight at the close of the special session of the Legislature which adopted proposals recommended by Gov. Thomas E. Dewey and refused

(*Continued on page 3*)

Personal Mention

JEROME PICKMAN, Paramount Distributing Corp. vice-president in charge of advertising-publicity, will return to New York today from a southern trip.

•

ZOLTAN KORDA, director, will leave here for Europe today via B.O.A.C. Monarch. MARK ROBSON, director, and LES MACDONALD, talent agent, will leave by the same route tomorrow.

•

GERALD CLARK has been assigned by the "Montreal Star" to write a daily motion picture column from New York, with headquarters at the paper's offices in the Daily News Building here.

•

MAX FINN, general manager of the E. M. Loew's Theatres, Hartford, has returned there following a trip through Connecticut and Western Massachusetts.

•

CAROLE M. YARCHIN, daughter of ABRAHAM YARCHIN, theatrical insurance man, was married in Boston to FARLEY MARCUS of Lexington.

•

J. LAWRENCE SCHANBERGER, owner of Keith's Theatre, Baltimore, and MRS. SCHANBERGER recently celebrated their 34th wedding anniversary.

•

JACK KEPPNER, son of MORRIS KEPPNER, of the Burnside Theatre Corp., East Hartford, Conn., is recovering from hip surgery.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, will leave here for Boston over the weekend.

•

ROBERT W. SARNOFF, executive vice-president of NBC, left here yesterday by plane for London.

•

HARRY L. MANDELL, vice-president of Filmakers Releasing Corp., left here last night for Hollywood.

•

STANLEY BLUMENTHAL, assistant to JERRY SAGER, of the B. S. Moss Corp., will be married on June 19.

•

JOEL LEVY, in charge of Loew's out-of-town bookings, will leave here Sunday for Miami.

Name Ky. Exhibitors In Copyright Suits

LOUISVILLE, June 10.—Joe Marshall and Dr. Charles W. Caldwell, Jr., operating the Town Theatre and the Starlite Drive-in in Danville, Ky., were named as defendants in five actions filed in the Federal Court for Kentucky. The action by Paramount, 20th Century-Fox, Warner Brothers, Universal and Columbia each alleged unlicensed showings of various of the plaintiff's copyrighted pictures at one or the other of the above theatres.

Bullitt, Dawson & Tarrant of Louisville, represents the plaintiffs with Sargoy & Stein of New York as counsel.

10 Start, 7 Finish; 28 Films in Work

HOLLYWOOD, June 10.—Start of 10 pictures and completion of seven others brought the over-all shooting level to 28 this week.

Newly begun: "Love Is a Weapon" and "To Catch a Thief," both in VistaVision and Technicolor (Para.); "Silver Chalice" and "Drum Beat," both in CinemaScope and WarnerColor (Warner); "That Lady," CinemaScope, color (20th-Fox); "The Bob Mathias Story" (A-A); "Private Hell 36" (Filmakers); "Adventure in Rio" (Lippert); "Walk the Dark Street" and "Day of Triumph" (Ind.)

Finished: "Glass Slipper," Eastman, and "Green Fire," Technicolor (MGM); "Strategic Air Command," VistaVision, Technicolor (Para.); "Dragnet," WarnerColor (Warner); "Killer Leopard" (A-A); "Little Red Monkey," Anglo-Guild-Tony Owen (Ind.)

$400,000 for U-I's Magazine Campaigns

A headline in MOTION PICTURE DAILY yesterday stated that Universal had expended $100,000 on magazine advertising campaigns for eight of its releases. The headline was in error. As the accompanying story related, an expenditure "in excess of $100,000" was made by the company for the single campaign on "The Magnificent Obsession," the eighth Universal picture to be given such a campaign so far this year. Universal's expenditures on the eight pictures will be over $400,000, the company estimates.

MOTION PICTURE DAILY regrets the erroneous headline and is happy to make this correction.

Equity To Benefit From 'Leslie' Bow

Hal Wallis' "About Mrs. Leslie" will have a formal premiere sponsored by Actors' Equity Association at the Victoria Theatre here on June 27th, it has been announced by Paramount Pictures.

Proceeds from the reserved-seat ticket sale will be turned over to the Actors' Fund.

Roth Forms Company

A new distribution company, Atlantic Pictures Corp., which will release American, English and foreign language films here, has been formed by George Roth, sales manager for Fine Arts Films. Roth, who is president of the new company, has tendered his resignation so he can devote full time to the new firm.

Italian Film for Art

"Side Street Story," an Italian film with English narration and subtitles, will have its American premiere at the Art Theatre here on June 23, Joseph Burstyn, Inc., distributors, announced yesterday.

The Eduardo DeFilippo-Dino De Laurentiis production was one of Italy's three top grossers of the year, according to the distributors.

See $3,931,000 for USIA Films Abroad

WASHINGTON, June 10.—The Government's overseas film program would get $1,000,000 more under the appropriations bill approved by the Senate Finance Committee than under the House-passed appropriations bill.

This was revealed when the Senate committee filed its report on the U. S. Information Agency appropriations bill. The committee announced yesterday that it was giving the USIA $83,814,000 for the coming fiscal year, compared to $75,814,000 in the House bill, but it did not then indicate how the increase would be apportioned among the different media.

A breakdown released today showed that the motion picture service would get $3,931,000 under the Senate bill, compared to $2,931,000 under the House bill. The service has $3,390,000 during the current fiscal year, but would have been increased to $6,964,000 under the Administration's original $89,000,000 request for the USIA.

MPIC to Supply USIA with Material for Latin America

HOLLYWOOD, June 10.—The Motion Picture Industry Council has accepted an invitation from the United States Information Agency to supply authentic stories and other constructive material of all kinds concerning the film industry for dissemination throughout Latin American countries.

Theatre Candy Sales Were Down in 1953

WASHINGTON, June 10.—Manufacturers and wholesalers of candy reported that theatre circuit business was down 2.6 per cent in 1953 compared to the preceding year, according to the Commerce Department.

Commerce said that 128 leading manufacturer - wholesalers showed $8,473,716 of sales to theatre chains in 1952 and only $8,252,115 of sales in 1953. In 1952, theatre circuits accounted for 7.9 per cent of all sales to chain stores by these firms, while in 1953, they accounted for 7.5 per cent.

Four 'Crusoe' Dates Set by UA in Texas

"Adventures of Robinson Crusoe," Pathecolor film version of the Daniel Defoe adventure classic, with Dan O'Herlihy starred in the title role, will open at the Kirby Theatre in Houston, June 24, the Palace Theatre in Fort Worth, July 8, the Texas Theatre in San Antonio, July 9, and the Eldaney Theatre in El Paso, July 23, followed by a heavy booking schedule throughout the state.

Declare NT Dividend

HOLLYWOOD, June 10.—A dividend of 20 cents per share on the outstanding stock of National Theatres, Inc., payable July 8 to stockholders of record on June 24, was declared by the board of directors at a meeting held today. The board stated that no policy with regard to a regular dividend has been adopted.

'Technicolor' Title Still Misleading Public, Says Pathe

Technicolor, Inc., is still misleading the public by placing the "Technicolor" title on film in the Eastman color process, declared James L. Wolcott, executive vice-president of Pathe Laboratory, Inc., yesterday in answer to the defense offered by Technicolor Corp. on the complaint filed with the Federal Trade Commission by Pathe.

"We ordinarily would have no objection to the use of a trademark," said Wolcott. "However, for 20 years when it was used only to denote the patented dye transfer inhibition process the word Technicolor has lost its identity merely as a trademark and has become, in the minds of the public, a particular process."

"It is misleading, therefore, to shift at this stage from an exclusive patented process to a competitive process and still apply the original designation," Wolcott added.

The Pathe complaint had been made to the FTC on the ground of unfair competition.

'Pickwick Papers' In Major Cities

"Pickwick Papers," the English comedy distributed by Kingsley International Pictures, will leave the Trans-Lux 60th Street here today after an 11-week run and is now in distribution throughout the country. In Washington "Pickwick" is in its second week at the MacArthur Theatre, and at the Cinema Theatre in Detroit. Sunday "Pickwick" opens at the Exeter in Boston and today goes into Warners Lane and Lansdowne Theatres in Philadelphia.

Set Magazine Ads

A national magazine campaign of full-page color advertisements slanted at 25,000,000 readers has been set by Paramount on Danny Kaye's "Knock on Wood," for June and early July. They will be seen in "Motion Picture & Television," "Movie Life," "Movie Stars Parade" and "Movieland," "Modern Screen," "Screen Stories," "Screenland" and "Silver Screen," "Photoplay," and "Seventeen."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"EXECUTIVE SUITE"
starring
WILLIAM HOLDEN • JUNE ALLYSON • BARBARA STANWYCK
FREDRIC MARCH • WALTER PIDGEON • SHELLEY WINTERS
PAUL DOUGLAS • LOUIS CALHERN
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

ALFRED HITCHCOCK'S
"dial M for Murder"
IN WARNERCOLOR
RAY MILLAND · GRACE KELLY · ROBT CUMMINGS
PARAMOUNT
TIMES SQUARE

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc.. 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Myers Hits

(*Continued from page* 1)

starved for pictures, some critics pretended to think he was blaming the shortage on the absence of block-booking."

Referring to the Makelim plan, Myers said:

'Only Feasible Plan'

"The plan is supported because it is the only feasible plan that has come to Allied's attention for getting additional product on the market. Under block-booking the circuits were allowed selective contracts whereas with the independent exhibitors it was all or none. Block-booking was imposed for monopolistic purposes—to keep independent productions off the screens and to discriminate against independent exhibitors. The Makelim plan is designed to ease an artificial shortage that is enabling the major companies to increase rentals to exorbitant heights, and in that way to keep the independent theatres in business. Any exhibitor who does not want to be a charter member of the plan and reap the benefits of such membership can wait and buy the pictures later on a one-at-a-time basis; indeed, it is on such transactions that Makelim must rely for a profit.

Sees Circuits Also in Trouble

"Finally, the crowning absurdity is the claim lately voiced by the chief attorney for one of the major companies that theatre divorcement is responsible for the shortage. The divorced circuits are very nearly intact; they disposed of the weakest links in their chains and kept the strongest. They also are suffering from lack of products and they are as able, ready and willing to buy acceptable product today as they ever were. Neither the circuits nor the circumstances that they are now divorced can be blamed for the shortage, although unduly extended playing time in key theatres has contributed to it. The film companies and their insatiable greed for higher film rentals and bigger profits are responsible for the film shortage, and though they protest until they are blue in the face, they cannot disguise that fact."

Seattle Censorship

(*Continued from page* 1)

Ursino, board chairman and other members, repeals the ordinance which created the board.

The new measure makes it illegal for theatre operators to show films which have not been seen by the board. The board is given power to recommend that objectionable films not be shown publicly or that cuts be made or the films shown only to adult audiences.

Allied's Arbitration Aim Clarified

(*Continued from page* 1)

alleged tax grabbing can be arbitrated, even though Allied is not there to press the point. The exhibitors will want to know. Specifically, they will want to know what is wrong about taking the judgment of an impartial tribunal on an exhibitor's complaint that tax remission alone, and not the picture, has raised the gross into a higher percentage bracket which enables the distributor to absorb from ⅔ to ⅘ of the tax relief.

'Also they will want to know why the distributors are unwilling to take the judgment of such a tribunal on an exhibitor's complaint that whereas prior to April 1 his top flat price with a certain company was (say) $100, the company thereafter raised its price to $150 or more for comparable product.

"The average exhibitor will find it hard to understand why such a tribunal could not as properly compute and order a fair division of tax benefits as between distributors and exhibitors as it could compute and assess damages against a distributor and in favor of an exhibitor for granting unreasonable clearances or arbitrarily denying runs, which the film companies in approving the 1952 arbitration draft, agreed the boards might do.

"And if arbitration boards can assess damages in such cases, with no definite yardstick for the guidance, why cannot they just as properly decide whether or not the selling policies on certain pictures are too drastic for certain classes of exhibitors in certain areas to enable them to operate profitably and to prescribe modifications when necessary to keep those theatres going?

Wants 'Better Answers'

"The film companies should realize that the exhibitors are pondering these questions and they had better come up with some better answers than they have given heretofore."

Levy

(*Continued from page* 1)

Angeles for the purpose of trying to encourage independent producers to make pictures so that the supply of product may be increased at least to the point of survival for the theatres of this country," Levy said. "Exhibitors do not belong in production and distribution, but it appears that they will be forced into it by their regular sources of supply. It is ridiculous that customers who are willing and able to license pictures cannot get their regular producers and distributors to market those pictures in sufficient numbers to meet their needs, but are compelled to seek frantically for other people to help them, and to keep them in business. Imagine an automobile dealer, or a retail clothing store merchant, or a shoe store merchant, being threatened with the closing of his doors because of inability to get manufacturers to supply sufficient merchandise for him to stay open. It is just as simple and just as ridiculous as that."

Rogers Hospital

(*Continued from page* 1)

be the first campaign of its kind, giving drive-ins their first opportunity to participate in the activities which provide the operating funds for the hospital which cares for tubercular members of the industry. The drive-ins already have indicated their intent to cooperate, Montague said.

The drive-ins are asked to conduct a special midnight show for the benefit of the hospital some time during July, and to conduct an employee Salute drive with signed scrolls and issuance of membership cards to contributors.

Drive-in employes and their families, like other industry members, are eligible for free tuberculosis care and treatment at the hospital.

Anti-Tax Campaign

(*Continued from page* 1)

the minority's plea to "widen the scope of the call," that "the motion picture industry has at its command means for the dissemination of opinion greater than those of any other business." He added if it cannot bring about admission tax relief, "this means the public is apathetic to its appeal."

The presiding officers of both the Senate and Assembly had previously ruled as "out of order" all three of Mayor Wagner's proposed bills which, if enacted, would purportedly make unnecessary the levying of the five per cent amusement tax in New York City.

Emphasizing that he was sympathetic to and not critical of Mayor Robert F. Wagner, Moritt stated that the industry's campaign to bring its case to the public "has been rather effective." He pointed out that the "Kill the Tax" slogans "headline the marquees, and Marilyn Monroe comes second."

Moritt declared that if the Legislature had passed at the regular session his bill permitting New York City to vote a 10 per cent tax on admissions in excess of one dollar, a 10 per cent terminal tax on passenger tickets issued by transportation facilities, except local, and a tax on non-residents of not more than 10 cents a work day or fifty cents a week, Mayor Wagner would not have been faced with the present situation.

Cinema Lodge

(*Continued from page* 1)

up, Bob Sherman; Putting Contest, Sol Strausberg; Longest Drive, Sid Pearl; Hole in One, Jack Goldsmith; Birdie, Lou Wolf; Best Dressed Golfer, Sal Hassin; Worst Golfer, George Brandt; Early Bird, Sol Goldberg; Exhibitor Low Net, Murray Strausberg.

The foursome winners were Jack Hoffberg, Herb Berg, Hal Sloane, Bingo Brandt, Sol Strausberg, John Wenisch, Al Fitter, Joe Malcolm, Irving Sochin, Herman Ripps, Len Gruenberg, Murray Schoen, Hugh Owen, Ken Pearlman, Phil Levene and Laddy Senft.

'U' Seeks a Mary

Universal is launching a world-wide search for a girl to portray Mary Magdalene in "The Galileans." The search activities will be channelled through the studio, home office and branches throughout the world.

'U' Production

(*Continued from page* 1)

Joseph Pevney directing and Aaron Rosenberg producing.

"Smoke Signal," Technicolor western starring Dana Andrews and Piper Laurie, is now on location at Moab, Utah. Jerry Hopper is directing and Howard Christie producing.

"Chief Crazy Horse," Technicolor story of the Indian warrior with Victor Mature and Suzan Ball in the top roles, is scheduled to start June 17 on location in South Dakota with George Sherman directing for Producer William Alland.

"Return of the Creature From the Black Lagoon," 3-D sequel to U-I's "Creature From the Black Lagoon," will get under way in Florida on June 18 with Jack Arnold directing and William Alland producing.

Murphy Story Slated

"To Hell and Back," Audie Murphy's story of his war experiences in which Murphy will star, goes before the cameras July 7 at Camp Carson, Colo., with Aaron Rosenberg producing and Jesse Hibbs directing.

In addition to the pictures on distant locations, two pictures will be shooting at the studio. These will be "Abbott and Costello Meet the Keystone Kops," which Charles Lamont is now directing for producer Howard Christie, and "Man Without a Star," Technicolor production starring Kirk Douglas which gets under way June 21 with Aaron Rosenberg producing and King Vidor directing.

Reciprocal Trade

(*Continued from page* 1)

Millikin (R., Col.) said his committee might report the bill out early next week. President Eisenhower originally asked Congress to give him broad authority to cut tariffs further than permitted by present law, but said he would settle for a one-year extension of the present program when it became obvious that Congress would not approve this year the new program he had sought.

Nate Golden Returns

WASHINGTON, June 10.—Commerce Department film chief Nathan D. Golden was back at his desk today after a nine-week business and pleasure tour of Europe. Golden went originally to be one of the two top speakers at the 1954 Cologne Photographic Fair.

ATTRIBUTE REP. STOCK ACTION

(*Continued from page* 1)

the court's decision but the latter already has indicated that no appeal is contemplated. The former's attorneys, Gibson, Dunne and Crutcher still have the matter under consideration for further legal action, Motion Picture Daily has learned.

Meanwhile, it is reliably reported, Hollywood Television Service, a Republic subsidiary, has received a large number of inquiries from the television field as to when the films can be purchased, and has commenced processing them for the market.

GET SET FOR SENSATIONAL BUSINESS!

THIS SMASH ATTRACTION HAS THE WHOLE INDUSTRY TALKING ABOUT ITS HOLDING POWER AND ITS SMASH GROSSES IN ALL ITS PRE-SELLING ENGAGEMENTS! LATCH ON TO THIS MIRACLE MONEY-SHOW THAT HAS ALREADY RUN UP THIS ASTOUNDING BOXOFFICE SCORE!



Paramount Presents

DANNY KAYE

in

KNOCK ON WOOD



Co-starring

MAI ZETTERLING

Choreography by Michael Kidd

Words and Music by SYLVIA FINE

Written, Produced and Directed by

NORMAN PANAMA and MELVIN FRANK

Color by **Technicolor**

9th Week	New York City
9th Week	Washington
8th Week	Philadelphia
8 Weeks	Boston
8 Weeks	Los Angeles
6 Weeks	San Francisco

Paramount's national ad penetration right now is reaching 40 million box-office customers! Four-color ads in Life, Look, American Weekly — plus full pages in Seventeen and entire fan list!

Which little girl will make it?

All else being equal, she'll be the one on the film which was more carefully selected and processed.

Unless film and handling are technically compatible, skin tones fade and features become wan and haggard—dull and lack-luster. Important this beauty care in the days of black and white . . . vital now *with color*.

To co-operate with the industry in helping solve questions of film selection, processing, and projection, Kodak maintains the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.



Address: Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division	Midwest Division	West Coast Division
342 Madison Avenue	137 North Wabash Avenue	6706 Santa Monica Blvd.
New York 17, N. Y.	Chicago 2, Illinois	Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 113 NEW YORK, U.S.A., MONDAY, JUNE 14, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

NEIGHBOR of ours who up to a few years ago went to the movies several times a week, tore himself away from his television set recently and with his wife made a return visit to the neighborhood theatre. Granted he could be exaggerating, or merely kidding us (and certainly the experience of him and his wife, if truly described, is not typical), nevertheless this is what he said happened:

They were taken aback by the admission price, which seemed to them to be about double what they used to pay. Strangers to the concession stand, they pressed closer to get a look, only to have a customer turn around quickly, bumping the wife and spilling a soft drink on her. They had the usual climb over others getting to their seats, followed by later arrivals climbing over them. The day was warm and the theatre's air conditioning either not operating or working unsatisfactorily; they were uncomfortable in the theatre.

•

They arrived in the middle of the picture, and when it ended had no idea what it was about. At intermission some advertising reels were shown; a succession of "coming attractions" trailers, and a newsreel with a plug for a new film in it.

("And you motion picture people point fingers at TV commercials!" he exclaimed.)

The newsreel also included a clip broadcasting an appeal for a charitable cause and announcement was made that the theatre displayed receptacles for contributions.

Then the feature started and the couple agreed they had a "let down" feeling after catching up with the story somewhere near its middle. They attributed that mostly to unsatisfied expectations planted by the advertising for the picture.

•

Our neighbor observed that despite the fact that they found their seats in the theatre com-

(*Continued on page 2*)

Good Support For Makelim

Continued enthusiastic exhibitor response to his plan to produce 12 pictures in a year was revealed by Hal Makelim here at the weekend.

In Dallas last week, Makelim said, exhibitors had considerably exceeded the quota for the area with the signing of Jefferson Amusement Co., Rowley United Circuit, Fels Theatres, Border Theatres, Newman Theatres, Tri-State Theatres and 100 independent exhibitors. Robert O'Donnell, general manager of the Interstate Circuit, was present at the Dallas meeting, said Makelim. His "reaction was extremely favorable."

The Video Independent Theatres, Inc., were signed at an Oklahoma City conference along with many others, putting that area 14 per cent over its quota, Makelim said.

The producer was in New York to confer with Sidney M. Markley, vice-president of American Broadcasting-Paramount Theatres, and to make arrangements with DeLuxe Laboratories for the processing of his films, after having addressed Virginia

(*Continued on page 5*)

Reciprocal Trade Pact Passes House

WASHINGTON, June 13.—The House passed and sent to the Senate a one-year extension of the present reciprocal trade agreements program. The vote was 281 to 53.

Film industry leaders have urged extension of the program as aiding the industry's fight for markets and remittances in foreign nations.

Democratic leaders twitted the Republicans for not having approved

(*Continued on page 5*)

Await Mayor's Move

Industry Alerted for Next Stage of City Tax Fight

The New York City Emergency Committee, composed of major local exhibitors and union executives fighting the city-proposed five per cent amusement tax here, held two strategy meetings late last week in preparation for a final open hearing on the tax bill before Mayor Wagner. The hearing is now expected to be held within the next two weeks.

No new strategy was mapped by the committee, which is waiting for the mayor to set a date for the hearing this week. According to law, the date must be announced at least five days before the hearing is held.

The local industry leaders are determined to continue the anti-tax fight even if the measure is signed into law by Mayor Wagner. Another meeting of the emergency committee is scheduled for this afternoon.

Mayor Wagner was preoccupied at the week-end with negotiations with the city's transportation workers to avert a citywide subway and bus strike. He may not set the open hearing on the proposed tax until later

(*Continued on page 5*)

Paramount Schedules 12 More Regional Meetings This Week

The second week of meetings in Paramount's series of local level sales conferences will begin today with home office executive teams addressing sessions in Denver and Chicago. By June 26 a total of 27 cities will have been covered, with 32 branches having participated individually or in pairs in the meetings.

Last week meetings for 11 branches were held in the South, East and West.

Denver and Salt Lake City branches will be represented at meetings in the Colorado capital today and tomorrow and the home office executive team on hand will include E. K.

(*Continued on page 5*)

Blumenstock Here From Coast Tues.

Mort Blumenstock, Warner Bros. vice-president in charge of advertising and publicity, will arrive here from the Coast tomorrow for conferences with home office executives on forthcoming product.

While here Blumenstock will set up campaigns on "Them!," "The High and the Mighty," "Ring of Fear," "Duel in the Jungle," "Dragnet," "A Star Is Born."

Walsh Invited To Address Coast Meet

HOLLYWOOD, June 13. — The Southern California committee for "Brewer for president of IATSE" invited International president Richard Walsh to attend a dinner at the Hollywood Athletic Club on July 8 so that "delegates to the coming convention

(*Continued on page 5*)

$50,000 TO ROGERS HOSPITAL FROM DISTRIBUTION COMPANIES

By AL STEEN

SARANAC LAKE, N. Y., June 13.—A check for $50,000, representing a contribution by 10 film companies, was presented to the Variety Clubs-Will Rogers Hospital here on Friday at a luncheon attended by the board of directors, trade press representatives, patients and hospital staff. The ten companies were Allied Artists, Columbia, Loew's, Paramount, Republic, RKO Radio, 20th Century-Fox, United Artists, Universal-International and Warner Brothers.

The occasion was the annual inspection tour by the board and trade press, but this year a special event was the dedication of the Chick Lewis wing of the hospital in honor of the late executive vice-president of the institute.

The official unveiling of the bronze plaque was attended also by Lewis' widow, Mrs. Marjorie Lewis. The eulogy was delivered by Abe Montague, president of the hospital, and a dedication prayer was delivered by Dr.

(*Continued on page 5*)

Loew's Makes First Divorce Move Today

First physical step in the divorcement of Loew's Theatres from Loew's-M-G-M, the theatre company advertising department moves today from the fourth to the 17th floor of the Loew Building on Broadway.

The separation will become official in August, in accordance with Loew's Federal consent decree splitting the companies. It is the last picture-theatre divorcement to be completed.

The theatre advertising department move will be followed by a shift of the theatre executives' offices sometime next month. Loew's Theatres will occupy the top four floors of the building when the move is complete, and M-G-M will have lower floors.

Personal Mention

DARRYL F. ZANUCK, 20th Century-Fox vice-president in charge of production, arrived here from Hollywood over the weekend enroute to Egypt.

•

SANDRA FAITH THOMPSON, daughter of J. H. THOMPSON, president of Martin and Thompson Theatres, Hawkinsville, Ga., will be married there on Friday to GUERRY BOONE STRIBLING of Atlanta.

•

MAX MINK, manager of the RKO Palace Theatre, Cleveland, and MRS. MINK, last week celebrated their 20th wedding anniversary and the graduation of their son, ALLAN, from Shaker Heights High School.

TONY MERCURIO, Paramount Pictures salesman in Buffalo, and GORDON BUGIE, salesman in Albany, have been admitted to the company's One Hundred Per Cent Club.

•

JONAS ROSENFIELD, JR., I. F. E. Releasing Corp. vice-president in charge of advertising publicity returned here at the weekend from Italy.

•

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice president and Eastern studio representative, has returned to New York from the Coast.

•

ZAC SCHWARTZ, creative director for Transfilm, Inc., will leave here on June 19 for The Netherlands.

•

DAVID E. ROSE, producer, left here at the weekend for London via B. O. A. C. Monarch.

•

N. H. LEACH, owner of the Leach Theatre, La-Fayette, Tenn., has sold the house to JOE MARTIN.

•

PAUL MCNAMARA, vice-president of Telemeter Corp., will return to the Coast today from New York.

•

NORMAN GLUCK, vice-president of United World Films, left New York over the weekend for Hollywood.

•

A. R. BROCCOLI, of Warwick Productions, Hollywood, is in New York from there.

•

HAROLD ZELTNER, M-G-M salesman in New York, left here Sunday for Miami.

Derek, Miss Paget Cast

HOLLYWOOD, June 13.—John Derek and Debra Paget will co-star in Allied Artists' "Annapolis Story," which executive producer Walter Mirisch will produce personally. The film, with color in Technicolor, will start in mid-July.

Turnbull Skouras Guest

HOLLYWOOD, June 13.—Charles Skouras, president of National Theatres, will host Ernest Turnbull, managing director Hoyt's Theatre, Australia, at a press luncheon Monday.

Compo Ad Answers Queries on Industry

The 16th in a series of Council of Motion Picture Organizations ads in "Editor & Publisher" Saturday, is in a question and answer format, based on inquiries received from newspaper editors and publishers resulting from previous ads.

The ad points out that all such inquiries are welcomed "because they give motion picture industry representatives and newspaper people an opportunity to get to know each other better."

The questions listed in the current ad are as follows:

"How's the movie business? Has the Federal tax relief helped?"

"Why did some theatres pass on the tax saving to the public while others did not?"

"Why don't you make more good pictures?"

"Have the new techniques — wide screen, stereophonic sound, etc., helped business?"

M.P. Pioneers Elect Directors for Year

The Motion Picture Pioneers and the Foundation of Motion Picture Pioneers held their annual meeting in New York last week and elected the following to the board of directors: Jack Alicoate, Barney Balaban, Harry Brandt, Jack Cohn, Sam Dembow, Jr., Ned Depinet, Gus Eyssell, Si Fabian, William German, Abel Green, William Heineman, Marvin Kirsch, John J. O'Connor, Bob O'Donnell, Martin Quigley, E. V. Richards, Jr., Sam Rinzler, Herman Robbins, Gradwell Sears, Ben Shlyen, Spyros Skouras, Harry J. Takiff, Joseph Vogel and Major Albert Warner.

Warrants for 3,611 'U' Shares Exercised

WASHINGTON, June 13. — Universal Pictures Company, Inc., reported to the Securities and Exchange Commission here at the weekend the exercise of 3,611 warrants for the purchase of shares of Common Stock at $10 a share and the acquisition of an additional 2,500 warrants at a cost of $23,750 which were placed in the company's treasury during the months of April and May, 1954. The stock currently is quoted at around $22 per share.

As of May 31, 1954, the company reported there were 77,573 warrants outstanding excluding the 2,500 warrants held in the treasury.

Lise Einfeld Is Wed To Richard Malkin

Lise Einfeld, daughter of Charles Einfeld, vice-president of 20th Century-Fox, and Mrs. Einfeld, was married here Friday at the home of her parents to Richard Malkin, of the J. Walter Thompson Co. The ceremony, witnessed by members of the immediate families, was performed by Rev. Dr. Julius Mark, of Temple Emanu-El. The couple will live in New York following their return from a honeymoon in Europe.

U.A. To Distribute 'Victory At Sea'

United Artists will handle the theatrical distribution of "Victory at Sea," the World War II documentary produced from the NBC-TV series of the same title, Arthur Krim, president of U.A., disclosed on Friday.

IFE To Release 10 In Last 5 Months

The I.F.E. Releasing Corporation's schedule for the last five months of 1954, Bernard Jacon, vice-president in charge of sales, said on Friday, will include 10 features, all American-language versions, among them a film of the opera "Aida," by Giuseppe Verdi, in color.

Other pictures to be released are "A Husband for Anna" and "Hell Raiders of the Deep" in August; "City Stands Trial," "Love in the City" and "Golden Coach" in September; "Too Young for Love" in October; "Against the Wall" and "Voice of Silence" in November, and "Aida" and "Wayward Wife."

Chi. 'News' Stresses Product and Comfort

CHICAGO, June 13. — Coinciding with Chicago's first intensely hot and humid day of the season last week, the "Daily News," under a seven-column amusement page headline, pointed out that "The heat of the summer holds no terror for the movie box-offices." Also listed were films scheduled in the city for mid-June, the end of the month and early July.

Among premieres scheduled were "Apache," "Magnificent Obsession" and "The Caine Mutiny." Other top productions mentioned included "Hell Below Zero," "Knock on Wood," "Demetrius and the Gladiators," "Man with a Million," "Julius Caesar" and "Adventures of Robinson Crusoe."

Zabel Expected Here For Roxy Meetings

Edwin F. Zabel, general manager of National Theatres, is expected here from Los Angeles within 10 days to discuss Roxy Theatre operational matters and to announce a new executive director for the Broadway showcase, it was learned at the weekend.

It is also expected that plans concerning the use of the house for television broadcasts will be discussed during conferences between Zabel and the theatre's officials. The management of the house has been under the acting direction of William Moclair, who assumed charge when Dick Dickson returned to California recently.

Alex S. Wintner, 60

CLEVELAND, June 13.—Alex S. Wintner, 60, was buried last week in Shaker Heights. Wintner had been long affiliated with the industry through his financial interest in drive-in and indoor theatres.

Tradewise...

(Continued from page 1)

tortable, while they were in them; that the theatre's attendants were noticeably courteous; the new wide screen and sound reproduction impressive, and the washrooms spic and span, they will not be in a hurry to return.

There was just one optimistic, and, we hope, significant, observation in our neighbor's recital.

"I did hear about two new pictures on a TV program the other night," he said, "that both of us would like to see if they get out to our neighborhood before we leave for the country for the summer."

If our neighborhood theatre can get them back a couple of times more it will have them re-won, despite the annoyances they encountered on their first return visit.

Tribute to Skouras At Perakos Meeting

HARTFORD, June 13.—Spyros P. Skouras, president of 20th Century-Fox, has been hailed for his part in the "tremendous developments pointing the way for the greatest era in the history of this fabulous motion picture industry." The tribute to Skouras was paid by Sperie Perakos, general manager of Perakos Theatres Associates, at a meeting of that circuit's managers held at the home offices here.

"To men of vision, like Skouras," said Perakos, "the industry owes a tremendous debt of appreciation. Without the great technological strides made throughout the world, the industry as we knew it yesterday, and as we know it today, would slip into obscurity."

Lockwood President Of 'Jimmy' Fund

BOSTON, June 13.—Arthur H. Lockwood, treasurer of Lockwood & Gordon Theatres, has been, by unanimous vote, elected president of the Children's Cancer Research Foundation, succeeding Martin J. Mullin, president of New England Theatres, who has been president for the past five years. Lockwood has been a trustee of the Foundation for four years and chairman of the executive committee for one year.

Mullin has been named the first honorary trustee of the Foundation, better known in the field of charity as the Jimmy Fund.

Degree to Freeman

HOLLYWOOD, June 13. — The University of Southern California president, Fred D. Flagg, Jr., conferred the honorary degree of Doctor of Laws on Y. Frank Freeman, vice-president of Paramount Pictures and a trustee of USC, at commencement exercises Saturday in recognition of Freeman's leadership in the communication and education field.

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WAITING LINES



RECORD-SMASHING BUSINESS

FOR MICKEY SPILLANE'S

"THE LONG WAIT"

PHENOMENAL

4th WEEK CHICAGO (WOODS THEATRE)

HOLDOVERS

IN LOS ANGELES, PHILADELPHIA, DETROIT, SEATTLE, MILWAUKEE

AND SENSATIONAL

IN CINCINNATI CLEVELAND PITTSBURGH



VICTOR SAVILLE presents

Mickey Spillane's "THE LONG WAIT"

STARRING ANTHONY QUINN · CHARLES COBURN · GENE EVANS · PEGGIE CASTLE

with MARY ELLEN KAY • SHAWN SMITH and DOLORES DONLON

Produced by LESSER SAMUELS • Directed by VICTOR SAVILLE • Screenplay by ALAN GREEN and LESSER SAMUELS

A Parklane Picture • Released thru UNITED ARTISTS

QUALITY PICTURES UA IN QUANTITY

35TH ANNIVERSARY 1919 UA 1954

In the THEATRE Equipment *& Refreshment* World . . .

. . . *with RAY GALLO*

S. O. S. Cinema Supply Corp., New York, has announced a new device designed to rewind 16mm and 35mm reels simultaneously. It is called the "S. O. S. Differential Rewind Gimmick." The company states that the device is simply placed on any keywayed rewind spindle and rewinding of two different films can then smoothly be carried out regardless of the sizes of the rolls or the widths of films. In addition proper balancing of reels is assured, according to the company, and users can go through the film synchronizer backward and forward at will.

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"Fonadek" is the name of a new electronic instrument developed by Special Devices, Inc., Boston, to expedite the delivery of information by telephone. Using it in theatres, the cashier does not need to hold the receiver to her ear while giving callers information relative to pictures and schedules. When the telephone rings, she merely lifts the receiver and places it in the cradle of the "Fonadek." Her voice is amplified, and the transmitter operates through a small speaker unit. In the meantime the cashier can continue to sell tickets and after the call is completed, she simply picks up the phone from the "Fonadek" cradle and replaces it in the telephone cradle. The new instrument is portable and can be moved to the manager's office or other rooms in the theatre, if desired.



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Orchids of Hawaii, Inc., which has its national sales office in New York, has sent us a brochure describing the orchid corsages it supplies for giveaways to the ladies on such occasions as grand openings, anniversaries, special film promotions, etc. The orchids are flown in from Hawaii and delivered fresh anywhere in the U. S. or Canada. The company reports that its most popular corsages are the foil-dressed Vanda orchid and the Vanda orchid in a plastic lapel vial pin. Prices and other corsages available are listed in the brochure.

•

The Charles E. Hires Co., Philadelphia, has just completed a new film trailer to promote the sales of refreshment products at theatre stands. The trailer is an animated cartoon in color and features a series of different "tag" commercials, cut to fit the requirements of theatre stands, no matter if Hires' root beer or what is sold.

Hurt U.K. Production

British-Lion Receivership Showed Subsidy Futility

By PETER BURNUP

LONDON, June 11 (By Air Mail).—Announcement last week of the National Film Finance Corporation's dramatic foreclosure on British Lion's operations—following consultation with the Government—is looked upon here as the worst-ever maladroit handling of public relations.

The fault, so the best informed aver, lies not with unhappy British Lion but with the Whitehall architects of the ill-digested Film Bank project and its present operators. The latter (at least) after five years' working of the Finance Corporation should have become aware that the scheme, so far as British Lion was concerned, was doomed to failure unless the now notorious £3 millions loan were treated not as a loan but as an irredeemable subsidy.

Much Opposition at Inception

The creation of NFFC was heavily criticised as a hastily improvised Whitehall device to stave off the evil day threatening the production end of the industry. But even the manner of its inception was attended by disingenuousness if not downright bad faith on the part of Whitehall.

The then president of the Board of Trade—Socialist Harold Wilson—inferred to the House of Commons that NFFC might be accepted as a short-term expedient to help the industry in its temporary difficulties. Wilson "hoped" that after a transition period the then reluctant private investor would return to his traditional role of financier of film-production; that, indeed the Finance Corporation was a temporary palliative, only, to the industry's current ills.

On the other hand—as the best informed were well aware—the primary if not major purpose of the design was the sustenance of British Lion.

Organized by Sam Smith

The Company had sprung from relatively small though highly successful origins under the shrewd auspices of the late Sam Smith. The latter was able to pay a regular annual dividend of 50 per cent to his Ordinary shareholders and, on his death, bids flowed in from many sources for the "Ordinary" control-holding. That passed to interests closely associated with Sir Alexander Korda and grandiose financial promotions were immediately embarked upon, including the formation of a subsidiary under the name of British Lion Studio Company with an issued stock capital of £280,000 and an additional mortgage debenture burden of around £1 million.

The spectacular financial operations accompanied by a similarly jaunty and large-scale production project in the newly acquired Shepperton Studios brought the newly reformed British Lion quickly into exceedingly deep and troubled water. A renowned trust corporation authority who had been associated with the Government in a number of quasi-official post-war financial corporations—Harold C. Drayton—was brought in as chairman of the company.

Looked Upon as 'Buttress'

Cardinal principle at the time in Government thinking on film distribution was that it was desirable if not vitally necessary that a major but independent distributing concern should be kept in being as a buttress against the operations of the "vertically integrated combines" represented by the Rank Organisation and ABPC (Associated British Picture Corporation).

Say Drayton Exacted Promise

It is authoritatively understood that Drayton was brought in at the instance of Sir Wilfrid Eady (then Second Secretary to the Treasury and author of the seat-levy plan named after him) and that he, Drayton, exacted a price for his association with British Lion in the shape of a promise of financial help from Whitehall in his resuscitation endeavours.

Shortly thereafter the National Film Finance Corporation was formed in the face of strong House of Commons objections—it was at the instance of Sir Wilfrid Eady that James Haldane Lawrie was put in charge—and the organising committee informed by Sir Wiltrid that it should "immediately and in particular consider the terms on which it could, as a matter of urgency, make a substantial loan to British Lion Film Corporation."

Produced Many Hits

British Lion had admittedly been responsible for a notable line of product in the last few years, including pictures like "Wooden Horse," "Sound Barrier," "The Third Man," "Hobson's Choice," "Spring in Park Lane"; all of them great box-office winners. It is ironic that an impression should have been allowed to get abroad that the quality and entertainment value of British pictures were at fault; whereas the reason for the melancholy occurrence was the failure of the Government's plan artificially to support that buttress against the combines.

A reorganised British Lion company will take over the present company as soon as NFFC's Receiver—respected accountant William Halford Lawson—completes his examination. The existing stockholders lose the whole of their investments, but it is understood that the staff of the present company, including managing-director Sir Arthur Jarratt, will remain. The company, however, will no longer be permitted to engage directly in production. Its operations will be confined to normal distribution working; namely, it will give distribution agreements to approved independent propositions, leaving others, presumably NFFC itself, to find the end money.

Future Matter of Conjecture

The future of Shepperton Studios is as yet not clear. The studio is the property of British Lion Studio Company Limited, the major part of whose ordinary shares is held by the parent company and thus will pass to NFFC's nominees.

Current productions will keep the studio running until the middle of August by which time suitable arrangements will have been made. It is considered likely that NFFC will set up a separate financial entity to operate Shepperton as a "letting" studio, giving preference to those independent producers who take advantage of British Lion distribution facilities.

From the British Lion scene disappears entirely Sir Alexander Korda who, with his associates engineered the acquisition of the company from the late Sam Smith's associates.

400 Bookings In For 1-Track 'Robe'

Bookings for one-track magnetic and one-track optical prints of "The Robe," 20th Century-Fox's first CinemaScope production, within the past two weeks have totaled 400, a film company representative stated at the weekend.

It was recently announced by Al Lichtman, 20th-Fox director of distribution, that prints of the film in one-track magnetic and one-track optical would be available for exhibition on June 19.

Hotel Closed-Circuit TV Exhibit on Today

A miniature closed-circuit television station today will start operations in the Park-Sheraton Hotel here, bringing information and entertainment to 1,600 TV recievers located in all the guest rooms of the hostelry. The programs will be "fed" through a hotel TV circuit, originating in an Ampli-Vision booth on the 27th floor, into the rooms of all guests.

The operation, which will continue for three days — today through Wednesday—is a feature of the annual convention of the National Community Television Association. Included will be an exhibition of Ampli-Vision, a division of International Telemeter Corp. of Los Angeles, also of Telemeter, the pay-as-you-see form of TV, in which Paramount Pictures holds a half interest, which is now being developed by International Telemeter Corp., and which was introduced to the public last winter in Palm Springs, Cal.

There also will be a demonstration of color TV, which will be fed through the Ampli-Vision system and which will be viewed on a color TV tube of Chromatic Laboratories, in which Paramount also owns a large interest.

A.F. of M. Convention Opens in Milw. Today

MILWAUKEE, June 13.—Approximately 1,100 delegates representing 698 musicians' locals in the U.S., Canada, Puerto Rico, Alaska and Hawaii will gather at the Auditorium here tomorrow for the four-day 57th annual convention of the American Federation of Musicians.

The business meetings will be highlighted by president James C. Petrillo's annual report on union business. Others who will address the assembled delegates and their wives will be Secretary of Labor James P. Mitchell and Senator Wayne Morse of Oregon. The inaugural address of the convention will be presented by Volmer Dahlstrand, president of Local No. 8, AFM, who will welcome the delegates.

N. Y. C. Tax

(Continued from page 1)

this week, according to City Hall observers.

All hope that the mayor would veto the tax and turn to other money sources for the city's record $1,600,000,000 budget faded at the weekend.

The amusement tax, if signed, would take effect July 1. It would tax all theatre admissions "in excess of 10 cents." However, the first 10 cents of every taxable admission would fall under the five per cent levy as well. Therefore, only admissions of ten cents or less would be tax-free under the new law.

The major fraction provision also will apply to the new tax. Where one-half or more cents is concerned, the city will collect the full amount.

Trade Pact

(Continued from page 1)

President Eisenhower's original foreign trade program calling for tariff reductions far beyond those allowed under the present program.

The Senate Finance Committee may act on the bill this week but majority leader Knowland (R., Cal.) said he did not think it would come up on the Senate floor until after Senate action on the huge technical tax bill. Floor debate on that bill may start around June 22.

Walsh Invited

(Continued from page 1)

could be given as much information as possible regarding campaign issues."

The extended invitation to Walsh, signed by C. V. (Pat) Offer, secretary of the Southern California committee, stressed the point that despite differences between the factions, all parties should hold the "welfare of the international" in common interest.

Baumgardt Wins Shea 'Kettle' Prize

Jack Baumgardt, manager of the Lyric Theatre in Lancaster, O., took top money in the "Ma and Pa Kettle contest" sponsored by Shea Enterprises, Inc., and supported by Universal Pictures for Shea theatres managers, it was announced by Gerald Shea, president of Shea Enterprises.

The object of the contest was for each manager to compete against himself in an attempt to increase his gross income from "Ma and Pa Kettle At Home" as compared to the previous three Kettle pictures, Shea added.

Second prize went to Harry Buck, manager of the State Theatre in Conneaut, O., and Dale McCoy, manager of the State Theatre in Cambridge, O., took third prize.

Swater Heads Dallas Cinerama Theatre

Lester Isaac, general manager of exhibition for Cinerama, announces the appointment of Paul Swater as managing director of the Melba Theatre, Dallas, where the Lowell Thomas-Merian C. Cooper presentation will be introduced on July 1. It will be the 13th playdate.

Swater was formerly manager of Loew's Theatres in New York for more than 12 years. For the past year, he was manager of Moss' Ritz Theatre in Hollywood, Fla.

Rogers Hospital Aided

(Continued from page 1)

Morris Dworski of the hospital staff.

Richard Walsh, I.A.T.S.E president, at the luncheon said that at the I.A.T.S.E. convention in Cincinnati in August he would propose that the organization adopt the hospital as its official charity project. He said that the local union's contributions to the hospital last year increased by 40 per cent over the previous year.

Other speakers were Ned Depinet, Jack Cohn, Abe Montague and Jake Batts, a patient, who expressed thanks to the directors on behalf of all the patients. Mayor Alton Anderson of Saranac also spoke.

Among the new features of the hospital is a complete projection booth fitted by the Ballantine Company, which supplied considerable equipment, and installed by Altec. Other equipment was donated by Williams Screen, Raytone, Projection Optical and the Wenzel Company.

Friday morning was spent in lectures on new phases of TB treatment by staff doctors associated with the hospital.

Friday night, yesterday and today the directors and press representatives were the guests of Herman Robbins and his sons Burton, Norman and Albert at their Edgewater Hotel at nearby Schroon Lake.

TV Executives See 913 Future Stations

CHICAGO, June 13.—Nearly 200 television executives, surveyed by the radio-television department of Columbia College, agreed that within five years 913 television stations will be on the air, Norman Alexandroff, president of the college, announced here.

Participants in the Columbia College survey, answering "How many stations do you think will be on the air in 1960?", included a top official of each of 154 TV stations, 14 network officials, TV directors of 10 advertising agencies, and four persons in governmental service and education. There are 379 stations in opcration today.

Personnel a Major Problem

Major problems arising from this rapid growth will be the need for qualified personnel, according to the survey. The station growth throughout the U. S. is expected to raise industry employment to about 50,000, the survey indicated.

K.C. Drive-in Starts CinemaScope Run

KANSAS CITY, June 13. — The Heart Drive-in at Kansas City started last week, the first drive-in CinemaScope presentation in this area, with "The Robe" regular prices. The drive-in had added 30 feet to each side of its 70-foot screen to make 130 feet flat throughout, and presents CinemaScope with simplex, four track sound with a mixer and no additional speakers. Four-inch diameter anamorphic lens and added rectifier to get up to 135 amps on the lamps with 11 millimeter carbons are other equipment for what has been commented on as very fine effects.

Public Reported Pleased

The operators express themselves as well pleased with public response and say that from their experience CinemaScope can do much for drive-in theatres. The Heart is owned and operated by the Winoko Corp., Richard Wiles and Brooks Noach, partners.

OVER 70 HOUSES NOW SIGNED FOR THEATRE-TV OF TITLE BOUT

More than 70 theatres throughout the U. S. will enable an estimated 200,000 spectators to see the Marciano-Charles heavyweight championship bout on Thursday via closed circuit television and motion picture prints of the fight will be distributed by United Artists on Friday morning to first-run metropolitan New York theatres, and to others throughout the country over the weekend.

"Sixty-one theatres, including nine drive-ins, have definitely been set for the telecast," Nate Halpern, president of Theatre Network Television, said.

Prices $3.30 to $4.80

Ticket prices for the theatre telecast Thursday night will vary from $3.30 to $4.80 per person in the closed and outdoor theatres, with loge seats in some situations costing $5, Halpern said.

The 61 theatres are located in 45 cities from coast to coast, with metropolitan New York and all of New England blacked out. The nine drive-in houses will receive the bout using mobile TNT equipment and project the TV picture on 60x45-foot special screens.

A United Artists representative stated that James Norris of the International Boxing Club, promoters of the Yankee Stadium bout, will produce the film. The IBC is making arrangements to have prints processed as soon as the bout ends, he said.

Halpern stated that "90 per cent of all available closed circuit installations have A.T.&T long-line clearances for Thursday." The Marciano-Charles telecast is the 69th closed-circuit event presented by TNT and its affiliated company, Tele-Sessions, Inc.

Expects Good Attendance

The bout will be piped into three houses in Pittsburgh reaching 9,450 patrons, Halpern said—the Stanley Warner, 3,750; Harris, 2,000, and Loew's, 3,700. In Cleveland, the Allen and RKO Palace will carry the telecast and a sell-out is anticipated as groups from surrounding areas have purchased large blocks of seats, he reported.

The TNT president stated that in certain areas throughout the U. S., 12 houses have been turned down due to the lack of closed-circuit TV equipment to telecast the contest, which has aroused intense interest.

Paramount

(Continued from page 1)

(Ted) O'Shea and Jerry Pickman, vice-presidents; Cy Baer, VistaVision engineer, and Robert J. Rubin, assistant to Barney Balaban, president of Paramount Pictures.

The home office contingent at the Chicago conference will include Hugh Owen, executive assistant to the vice-president; Sid Blumenstock, assistant national director of advertising-publicity, and Dr. Charles R. Daily, VistaVision technical expert.

Twelve meetings will be held this week. Tomorrow and Wednesday the team of A. W. Schwalberg, president of Paramount Film Distributing Corp.; Herb Steinberg, national exploitation manager, and Frank LaGrande, VistaVision engineer, will be in Boston where meetings of the Boston and New Haven branches are scheduled.

O'Shea-Pickman in Seattle

The O'Shea-Pickman unit will be in Seattle Wednesday and Thursday for Seattle and Portland branch meetings, and in San Francisco on Friday. The Owen group will be in Indianapolis tomorrow, Cincinnati on Wednesday, Detroit, Thursday, and Cleveland, Friday. At the meetings in the latter two cities, Steinberg will replace Blumenstock on the home office team, and LaGrande will replace Dr. Daily.

Among the goals of the meetings is the coordination of local merchandising with national campaigns to enable theatres in small towns to reap the benefits of national advertising and promotion as well as of the local campaigns. Also, each meeting will set plans for the surveying of theatres in the territory with a view to gathering as much information as possible so that it may be disseminated among exhibitors to help guide them in the proper presentation of VistaVision, Paramount's new production and screen presentation process.

Makelim Plan

(Continued from page 1)

Theatre Owners at their meeting last week at Old Point Comfort.

He will be back on the Coast this week to meet there with Walter Reade, Jr., president of Theatre Owners of America, and to settle pre-production problems.

Because of his attempt to present his plan to all exhibitors the initially announced date of July 1 for the beginning of production has been cancelled, Makelim said, but promised that the first picture would be ready for distribution before the end of the year.

Makelim said he will hold additional meetings with exhibitors in Atlanta, Chicago, Milwaukee, St. Louis, Buffalo, Albany, New Haven, Philadelphia, Charlotte and Jacksonville in the coming weeks.

Two 'All-Purpose' Terrytoon Releases

Paul Terry, producer of Terrytoons, released by 20th Century-Fox, announced that starting this month there will be two all-purpose Terrytoons characters available to exhibitors on a monthly basis. The short subjects will be adaptable for projection in CinemaScope proportions through anamorphic lenses, or in standard or wide-screen proportions through regular 35mm lenses, 20th-Fox said.

FROM

RKO



What happens in this bed will make the whole wide world wake up and laugh!



DICK POWELL • DEBBIE REYNOLDS

SUSAN SLEPT HERE

color by TECHNICOLOR

co-starring ANNE FRANCIS

Directed by FRANK TASHLIN

Screenplay by ALEX GOTTLIEB • Produced by HARRIET PARSONS

RKO RADIO PICTURES

WORLD PREMIERE, JULY 14 • GOLDEN GATE, SAN FRANCISCO

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 114 NEW YORK, U.S.A., TUESDAY, JUNE 15, 1954 TEN CENTS

Comparative Tests

20th's 'Scope Showings to Start Tuesday

Will Exhibit 'New Look' In 32 Exchange Cities

Twentieth Century-Fox will launch its international series of exhibitor and press demonstrations of "the advancing techniques of CinemaScope," film subject describing the "new look" in CinemaScope photography and stereophonic sound, with simultaneous showings next Tuesday morning, at the Roxy Theatre here and the Chinese Theatre, Los Angeles, Al Lichtman, the director of distribution, has announced.

Announcement of the program pointing up the major advances in CinemaScope lenses and high fidelity stereophonic sound follows a series of meetings at the studio last week Lichtman, production head Darryl F.

(*Continued on page* 6)

Rembusch Proposes Action on Compo Ad

A recommendation that exhibitors everywhere act on the suggestion in COMPO's 15th advertisement in "Editor & Publisher" and visit the editor of his local paper to discuss his possible needs for motion picture news and information has been made by Trueman T. Rembusch, Franklin, Ind., exhibitor and former member of the COMPO governing triumvirate.

In a letter to Charles McCarthy, COMPO information director, Rembusch writes: "Every exhibitor should take a copy of this ad and be sure his

(*Continued on page* 6)

CinemaScope For Next 2 U-I Films

Universal-International's next two top budget productions due to start within two weeks, "Chief Crazy Horse" and "Captain Lightfoot," will be filmed in CinemaScope and in color by Technicolor, it was announced yesterday.

Two additional CinemaScope productions, "The Black Shield of Falworth," and "Sign of the Pagan," have been completed by U-I and are being prepared for early release.

Kastner Upped By Col. International

LONDON, June 14.—Lacy W. Kastner has been named executive vice-president of Columbia Pictures International, Joseph A. McConville, president, announced at a foreign department convention here marking the parent company's 21st birthday.

Kastner will assume charge of all Columbia foreign operations under McConville's supervision, thereby relieving the latter of many direct responsibilities. It had been reported for some time that McConville planned to take a less active part in the company with Kastner slated to take over the duties as they were relinquished.

Chesapeake Appeals ELC Suit Dismissal

Chesapeake Industries yesterday filed an appeal from the dismissal of its $15,000,000 suit against major companies and RKO and Loew's theatres on the grounds that Federal Judge Hand had erred in ruling for a dismissal.

Chesapeake, which controlled Eagle Lion-Classics, charged that ELC product had been denied first run engagements in the New York City area because of a conspiracy among the defendant distributors and circuits.

Charges 'Confiscation'

APPEAL TO DEWEY IN TAX BATTLE

Report Cut to 175 US Films Per Year In New Italian Pact

By ARGEO SANTUCCI

ROME, June 14.—Eric Johnston, Motion Picture Association of America president, is scheduled to arrive here June 22 for final discussions concerning the new MPAA-ANICA film agreement, which is expected to be signed before the end of the month.

According to reports here the new agreement contemplates a quota reduction from 250 American films dubbed

(*Continued on page* 5)

USIA Gets $3,931,000 For Overseas Films

WASHINGTON, June 14.—The Senate today voted to hike by $1,000,000 the House-approved appropriation for the Government's overseas film service. The Senate passed a bill appropriating $83,814,000 for the U. S. Information Agency in the year starting July 1, $8,000,000 more than voted by the House. The motion picture

(*Continued on page* 5)

Industry in 'Last Ditch' Fight to Avert 5% Levy On N.Y.C. Amusements

In a desperate "last ditch" attempt to avert imposition of New York City's proposed five per cent amusement tax, local exhibitors and union officials yesterday sent a telegraphic appeal to Gov. Thomas E. Dewey in which they said: "We believe the passage of this law is tantamount to confiscation."

"We are, therefore," the wire continued, "appealing to you to give us an opportunity to present our facts and figures to you so that you may judge for yourself, and take whatever steps you think are necessary to eliminate the danger confronting our industry and our employees."

The emergency appeal comes in the wake of Mayor Wagner's setting of a date for the industry's last chance to present its case in open hearing before it is signed into law. The New

(*Continued on page* 6)

Business in Australia 'Buoyant': Turnbull

HOLLYWOOD, June 14.—The theatre business in Australia has been buoyant for more than a decade and is "extra buoyant now," Ernest Turnbull, managing director of Hoyts Theatres, Ltd., told the press at a luncheon tendered him today at the Ambassador Hotel by National Theatres president Charles P. Skouras. Turnbull said the country's general economic condition is excellent, the Government's removal of the 25 per

(*Continued on page* 6)

At Board Meeting

Rogers Hospital Aims at Fund-Raising, New Vaccine

Plans for increased activities in the field of fund-raising for the Will Rogers Memorial Hospital at Saranac Lake and the expediting of the project for the discovery of a vaccine against tuberculosis were among the highlights of the discussions of the hospital's board of directors at Schroon Lake over the weekend. The directors and trade press representatives were the guests of Herman Robbins and his sons at their Edgewater Motel at Schroon Lake. The sessions also consisted of financial reports, election of officers and directors and reports on operating policies.

Pointing out that the coin box collection program has produced $91,888 for the hospital since it began in July, 1952, Fred Schwartz, chairman of the fund raising and finance committee, and executive director Ned Shugrue, said that details of two recommendations made by president A. Montague

(*Continued on page* 4)

Sidney Heads SDG For Fourth Term

HOLLYWOOD, June 14.—George Sidney, president of the Screen Directors Guild, was re-elected unanimously for his fourth term in the organization's annual election. Rouben Mamoulian was re-elected first vice-president, Lesley Selander treasurer. King Vidor was named second vice-president, Willis Goldbeck secretary.

Assistant Directors re-elected Emmett Emerson president, Dock Moder first vice-president and Ridgeway Callow second vice-president. Mark R. Sandrich is secretary and Henry Brill treasurer.

Hoover to Present Heart Award Tonight

GRAND RAPIDS, Mich., June 14.—George Hoover, Variety Clubs International chief barker, will present his organization's annual Heart Charity Citation award to the Grand Rapids tent tomorrow night.

William McCraw, executive director of Variety International, also is here in connection with the citation presentation and will address the city's principal luncheon clubs during a three-day stay.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from the Coast.

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E. K. O'SHEA, Paramount distribution vice-president; JEROME PICKMAN, advertising-publicity vice-president; ROBERT J. RUBIN, assistant to Paramount president BARNEY BALABAN, and CY BAER, VistaVision engineer, will leave Denver today for Seattle.

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A. W. SCHWALBERG, president of Paramount Film Distributing Corp.; HERB STEINBERG, national exploitation manager, and FRANK LAGRANDE, VistaVision engineer, are in Boston today from New York.

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INGRID LINNEA ADOLFSSON, of Stockholm, Sweden, and STEPHEN EDWARD SEADLER, son of SILAS F. SEADLER, M-G-M advertising manager, have announced their engagement. The wedding will take place this summer in Stockholm.

•

HUGH OWEN, executive assistant to Paramount distribution vice-president, SID BLUMENSTOCK, assistant national director of advertising-publicity, and DR. CHARLES R. DAILY, VistaVision engineer, will arrive in Indianapolis today from Chicago.

•

HENRY L. NATHANSON, head of M-G-M Films of Canada, and HILLIS CASS, general sales manager of the company, will arrive here today from Toronto.

•

WILLIAM C. GEHRING, 20th Century-Fox executive assistant general sales manager, is in Indianapolis from New York to address the members of the Allied Theatres of Indiana.

•

HUGH RAINEY, manager of the Riviera Theatre, Knoxville, Tenn., has been named chairman of the committee planning the Hillbilly Homecoming, June 30 to July 5.

•

DANNY KAYE was guest of honor yesterday at a reception in New Delhi, India, given by Madame Pandit, president of the United Nations General Assembly.

•

CRESSON SMITH, sales head of Louis de Rochemont's "Martin Luther," will return here from Europe today on the "Liberte."

•

SPERIE PERAKOS, general manager of Perakos Theatres Associates, New Britain, has left there with MRS. PERAKOS for Detroit.

•

GEORGE STEVENS, former theatre manager in Cleveland, is seriously ill there in the Euclid-Glenville Hospital.

•

JOHN B. NATHAN, Paramount Pictures general manager for Continental Europe, North Africa and the Middle East, left here yesterday for Paris.

•

SARAH CHURCHILL arrived here Saturday from London via B.O.A.C. Monarch.

Pa. Communities Like Ticket Taxes

HARRISBURG, June 14.—Latest figures indicate that some 380 Pennsylvania local governmental units have adopted local amusement taxes in some form.

Westrex Announces New Sound Systems

Westrex Corp. and its subsidiary companies, in 36 countries abroad, have announced the availability of a new line of theatre sound reproducing equipments to meet the exacting requirements of the recent technical developments in the motion picture industry. These sound systems, whether multi-channel or single channel, and whether for magnetic or photographic reproduction, are composed of components which have been designed for the stereophonic, wide-screen era, it was said.

The Westrex large multi-channel sound systems can reproduce the highest quality of sound from the required number of sound tracks, whether magnetic or photographic, the company said. The Westrex single channel sound systems have the same components as the Westrex multi-channel sound systems and have been designed to give the best reproduction for theatres not yet ready to convert to stereophonic sound, according to Westrex.

Also Units for Smaller Houses

For smaller theatres, Westrex offers the Westrex standard multi-channel sound systems of high quality but of less power. These systems are adaptable for both magnetic and photographic sound tracks. The Westrex standard single channel sound systems are available to theatres which are not yet ready to install multi-channel sound.

The single channel systems can be converted to multi-channel sound systems at any time without the loss of any of the main components, it was said.

Disney Names Walsh

HOLLYWOOD, June 14.—Walt Disney has named Bill Walsh to produce and Norman Foster to direct the first Disneyland production "Giants of American Folklore" for his American Broadcasting Co. television network series which premieres in late October. Along with Walsh and Foster, writers Tom Blackburn and Irving Schulman will form the unit which will develop the hour-long programs.

2 Drive-ins Get Bout

Two Prudential Circuit Long Island drive-ins have signed to carry the closed circuit telecast of Thursday's Marciano-Charles heavyweight title bout from Yankee Stadium.

The Shirley, in Shirley, Long Island, and the Bayshore, in Bayshore, were the theatres named by the circuit.

Publicists' Officers Elected By Mail Vote

HOLLYWOOD, June 14.—Nat James, who succeeds to the presidency of the Publicists Guild on Monday, will have Don Morgan as vice-president, Hilda Black as secretary, and Dick Carter, serving his second term, as treasurer, the Guild has announced following a count of ballots in the mail referendum.

Altec Installs Sound For 'Johnny' Night

A stereophonic sound system similar to the type now in use in many theatres was installed by Altec for the recent annual Variety Club "Johnny" night at Connie Mack Stadium, Philadelphia.

Altec Lansing stereosound equipment, installed by Altec field engineers William Glodfelter and Wis Sirms, under the supervision of company branch manager C. A. McCrork, carried the voices of various performers, including Kitty Kallen and Victor Hugo's orchestra, to all parts of the crowded Philadelphia ball park.

Proceeds of "Johnny" night, co-sponsored by the local Variety Club in association with the Philadelphia Daily News, are donated to support of the camp for handicapped children maintained at Worcester, Pa.

Prizes to Go to Top Bookers of 'Liberty'

Branch managers in those exchange areas scoring the most bookings for "The Price of Liberty" will receive a pane of the U. S. commemorative stamps honoring women in the armed services, it was disclosed yesterday by Charles Boasberg, chairman of the general sales managers committee of the Motion Picture Association of America. "The Price of Liberty" is a 10-minute short produced for the Department of Defense by Warner News and distributed by the major companies through the Council of Motion Picture Organizations.

Simonelli Speaker at Butterfield Meeting

Charles Simonelli, Eastern advertising and publicity department manager of Universal Pictures, will be the principal speaker at the Butterfield circuit's annual managers convention to be held in Lansing, Mich., on June 23-24.

Participating in the meetings will be Butterfield's executives headed by M. F. Gowthorpe, president and treasurer; H. E. Stuckey, vice-president in charge of buying; Paul W. Seippel, vice-president in charge of booking and more than 60 of the circuit's first-run managers.

Nixon Names Skelton

HOLLYWOOD, June 14.—Vice-president Richard M. Nixon yesterday appointed Red Skelton as entertainment industry chairman of National Flag Week during ceremonies at the CBS Television City here. The comedian's two children participated in the event.

Honorary LL.D to Breen and Skouras

HOLLYWOOD, June 14.—Joseph I. Breen, director of the Production Code Administration, and Charles P. Skouras, president of National Theatres, yesterday received honorary degrees of Doctor of Laws. The degree was bestowed on Skouras by Loyola University, while Breen was honored by his Alma Mater, St. Joseph's College of Philadelphia.

VV Foreign Dates Set By Paramount

VistaVision, Paramount Pictures' production and screen presentation process, during the next two months will be demonstrated in 15 foreign cities on four continents by representatives of the company's Hollywood studios.

The overseas demonstrations will begin tomorrow at the Plaza Theatre, London, and the Ernie Pyle Theatre, Tokyo.

Some or all of the demonstrations in Europe will be attended by Barney Balaban, president of Paramount Pictures, who was due to arrive in England today from New York. Loren L. Ryder, head of technical research at the Paramount studios, will be in charge of the demonstrations in Europe; Louis Mesenkop, VistaVision expert, will handle the demonstrations in Asia and Australia, and Frank LaGrande, home office VistaVision engineer, will be in charge of the demonstrations in Latin America.

Canadian Exports Off

OTTAWA, June 14.—Canadian film exports dropped slightly to $1,442,000 in the first four months of this year as compared with $1,486,000 in the same period of 1953, the Canadian government reported yesterday.

Sales Drive for Labow

Jack Labow, Canadian district manager for RKO Radio, will be honored with a six-week summer sales drive, July 23 through Sept. 2. Labow has been seven years with the company.

NEW YORK THEATRES

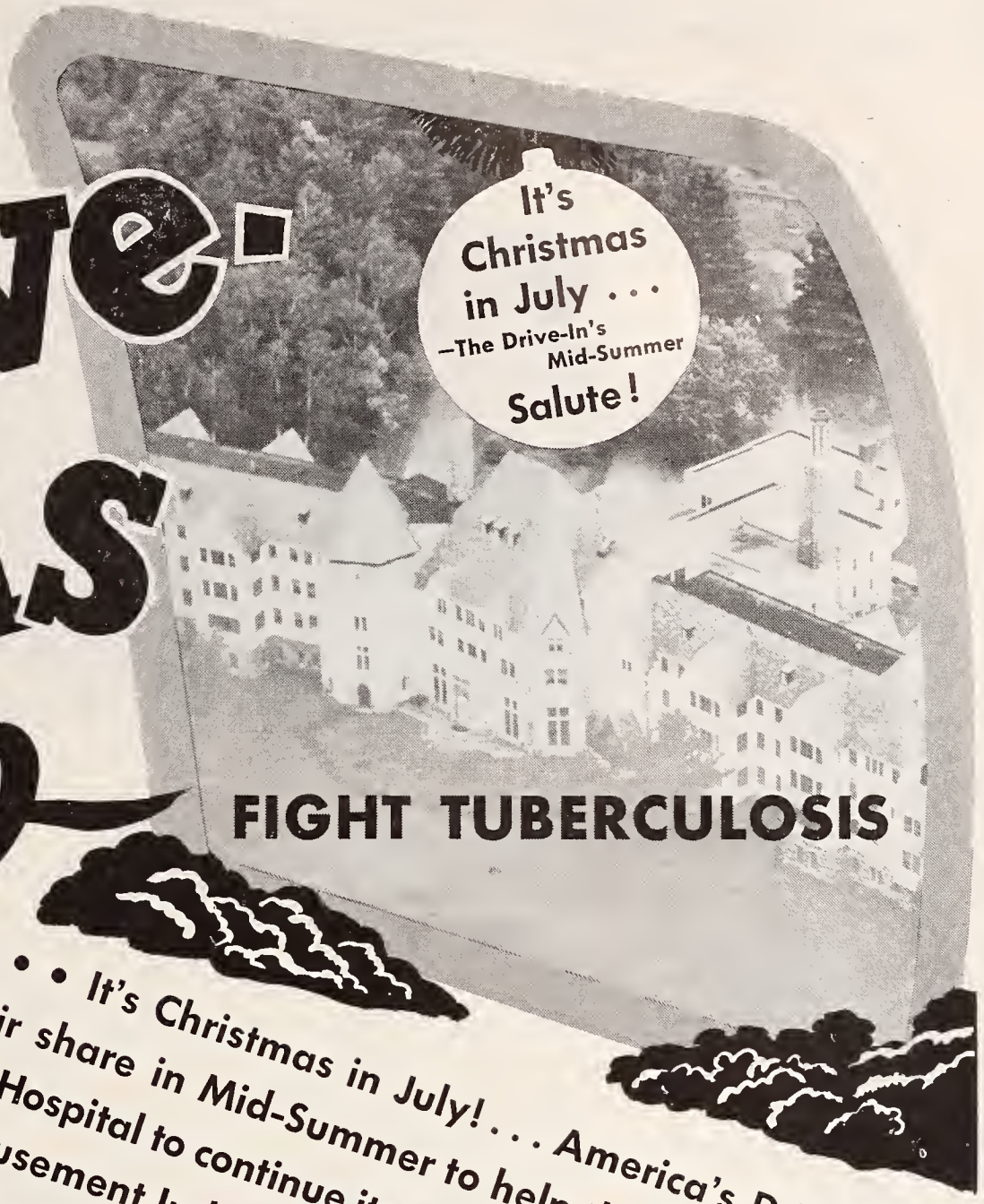
RADIO CITY MUSIC HALL
Rockefeller Center
"EXECUTIVE SUITE"
starring
WILLIAM HOLDEN • JUNE ALLYSON • BARBARA STANWYCK
FREDRIC MARCH • WALTER PIDGEON • SHELLEY WINTERS
PAUL DOUGLAS • LOUIS CALHERN
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

STARTS TOMORROW
THEM!
STARRING
JAMES WHITMORE • EDMUND GWENN
JOAN WELDON • JAMES ARNESS
PARAMOUNT
TIMES SQUARE

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In Mid-Summer

the Drive-Ins help



• • It's Christmas in July! . . . America's Drive-Ins do their share in Mid-Summer to help their Will Rogers Memorial Hospital to continue its wonderful record of TB healing in the Amusement Industry . . . Because Drive-In employees, and their families, are eligible for free TB care and treatment, they accept their part of the responsibility of maintaining their institution. So, Drive-In Exhibitors, and Employees are squarely behind the Mid-Summer Salute goal of TB healing through Research and skillful treatment—are YOU?

Drive-In Exhibitors—

DO *THIS*
FOR YOUR HOSPITAL...

1 Conduct a **MIDNIGHT BENEFIT SHOW** sometime during July.

2 Conduct an **EMPLOYEE SALUTE. Sign Scrolls. Get Membership Cards.**

VOLUNTEER NOW!

Volunteer directly through your Will Rogers Hospital National Office, or through the Exchange Area Chairman who will contact you. Simply say, "Sure we'll help", and we'll see that you get the facts.

Variety Clubs **Will Rogers Memorial Hospital**

NATIONAL OFFICE: 1501 BROADWAY • NEW YORK 36, NEW YORK *Saranac Lake* N.Y.

Plans for Will Rogers Hospital

(Continued from page 1)

and Robbins were being worked out. These consist of asking the major companies to include a "drop-in" in their national magazine advertising, offering the general public, upon receipt of 25 cents as a hospital contribution, a photo of the star from the picture being advertised; and a proposal for a "Will Rogers Hospital Stamp" to be sold to theatres, radio and TV stations, distributors and allied amusement industries for use on their envelopes and stationery.

It was announced that contributions from scrolls and special gifts were running 22 per cent ahead of last year, for a total yield of $145,740.

In his president's report, Montague said that the start of 1950, the first year of Variety Club's operation of the hospital, a patient spent an average of 778 days at the institution. But in 1953, the average time was only 391 days. Montague said that contributory to the successes was the newly activated research laboratory which "is rapidly gaining recognition for its progressive scientific thinking."

"The advancements made in the past five years have created an uplift in morale of patients and personnel," Montague said, "which has resulted in our giving better treatment, and in removing the mental barrier to healing by making patients happier and by fostering relaxation, an important part of tuberculosis treatment."

Research Described

In his report, Dr. Morris Dworski, head of the laboratory staff, proposed that the hospital's efforts be concentrated toward the development of an antituberculosis vaccine, pointing out that he had been engaged in such research for the last 25 years and has maintained various strains of organisms which may be tested for protective purposes.

Due to the record number of discharges during the last nine months there is now a total of 51 patients in the hospital, 66 having been discharged. There were 58 in the hospital this time last year. Five new applications now are being processed.

Si Fabian's treasury report revealed that operating expenses of the hospital for the five-year period since the Variety Club took over were $863,246, with capital improvements for the period amounting to $129,318 and fund-raising expenses totalling $162,438. Receipts for the period were $1,066,267 plus $269,482 which was turned over to Variety Club when they took control. The balance on hand on June 1 was $181,046.

Present officers were reelected, plus Fred Schwartz as a new vice-president. The following directors were reelected: Jack Beresin, Maurice Bergman, Charles Boasberg, Harry Brandt, Max A. Cohen, Tom Connors, George Dembow, Gus S. Eyssell, S. H. Fabian, Charles J. Feldman, William J. German, Leonard H. Goldenson, Maurice Goldstein, Samuel Goldwyn, John H. Harris, William Heineman, J. Robert Hoff, Harry M. Kalmine and Paul N. Lazarus, Jr.

Also, Al Lichtman, Robert Mochrie, A. Montague, R. J. O'Donnell, Sam Rinzler, Herman Robbins, William F. Rodgers, Samuel Rosen, Fred Schwartz, Sol Schwartz, Sam J. Switow, Morton Thalhimer, Joseph R. Vogel, Richard F. Walsh, Murray Weiss, William White and Herbert Yates, Sr.

Newly elected members were: George Hoover, international chief barker of Variety Clubs; Ben Kalmenson; Ben Marcus, to replace Wilbur Snaper, former president of Allied; Arthur Mayer, Eugene Picker, Walter Reade, Jr., new president of TOA, replacing Alfred Starr, former president of TOA; Charles Reagan and Al Schwalberg.

CHICK LEWIS PLAQUE UNVEILED



THE Chick Lewis Wing of the Will Rogers Hospital at Saranac Lake, N. Y., was dedicated on Friday with the unveiling of a bronze plaque honoring the late executive vice-president of the Will Rogers Memorial Fund. Seen here at the commemorative ceremonies are, left to right, A. Montague, president of the Fund; Mrs. Chick Lewis, and Robert J. O'Donnell, chairman.

SBC Notes Industry Arbitration Effort

WASHINGTON, June 14. — The staff of the Senate Small Business Committee called to the attention of committee members that industry leaders were holding arbitration discussions "in line with committee recommendations."

The committee's weekly staff report noted that the committee had declared that film industry leaders could produce arbitration procedures "which would be productive of renewed vitality and increased prosperity" for the industry. It pointed out that at the invitation of Motion Picture Association president Eric A. Johnston, industry leaders had met in New York and "renewed efforts to solve problems that have disrupted the entire industry," and that a further meeting would be held later this month.

Hartford Theatres In Safe Drivers Plan

HARTFORD, June 14.—Three agencies, the Hartford Theatre Managers' Association, Citizens' Traffic Safety committee and the Police Traffic Division, are co-operating in a weekly tie-up through the summer months to select a "Courteous Driver of the Week."

Driver designated winner of the title gets tickets entitling him to downtown restaurant dinner and theatre admission.

Ruth Hampton to Tour

Ruth Hampton, featured in Universal-International's Technicolor film production "Johnny Dark," will tour eight towns of the Butterfield circuit following her participation in the two-city world premiere at the Rivoli Theatre in Toledo and the Michigan Theatre in Detroit this week.

Pitt. Transit Strike Ends After 35 Days

PITTSBURGH, June 14.—The 35-day trolley and bus strike which has plagued Pittsburgh and especially the downtown film houses ended suddenly, with service resuming today. The truce came as a distinct surprise since the concluding negotiations were kept completely secret. Operating forces are estimated to have lost $1,250,000 in wages during the transit tie-up, and film houses also suffered staggering losses.

Only the department store strike of drivers, which began last Nov. 27, remains now to be settled.

New TWA Lounge in KC

KANSAS CITY, June 14.—Trans-World Airlines will open the new lounge of the Ambassadors Club at the Municipal Airport here on Wednesday.

Extension Seen For Drafting Committee Arbitration Report

An extension of the 60-day deadline whereby the joint drafting committee is to report on arbitration progress to the full exhibition-distribution committee is expected as the eight-man "sub-committee" has not as yet gathered due to individual business. The present deadline is July 31.

Some members of the exhibitor group have been engaged in fighting the proposed New York City five per cent tax. Others have been attending regional meetings around the country and still others are at the TOA summer meeting at the Beverly Hills Hotel, Los Angeles, this week.

Members of the distributor group also have been otherwise engaged. Adolph Schimel, general counsel for Universal Pictures and a member of the "sub-committee," for example, is in Europe on a tax matter. Al Lichtman, distribution director of 20th Century-Fox, is at his company's Hollywood studios for conferences. A. W. Schwalberg, president of Paramount Film Distribution Corp., is engaged in conducting sales conferences with his staff in the field.

The complete eight-man joint drafting committee is composed of Herman Levy, Max A. Cohen, Leo Brecher, Si Fabian, Lichtman, Schimel, Schwalberg, A. Montague, and Charles Feldman, alternate.

Gordon Named Head Of Virginia MPTO

RICHMOND, June 14.—Leonard Gordon of Newport News was elected president of the M. P. T. O. of Virginia at the annual convention held in Old Point Comfort last week.

Other officers elected are: R. H. Flanary, Jr., Richland, Va., first vice-president; Seymour Hoffman, Richmond, and W. F. Westfall, Martinsville, vice-presidents; Jack Rumsen, Covington, treasurer; Morton G. Thalheimer, Jr., Richmond, secretary, and Wade Pearson, Arlington, sergeant-at-arms.

The convention was addressed by M. L. Simons, M-G-M director of trade relations.

Ampex Has Two New Speaker Systems

REDWOOD CITY, Calif., June 14.—Two new loudspeaker systems, especially designed to reproduce higher quality of magnetic sound tracks, have been developed by Ampex Corp.

Future Ampex installations in theatres having a seating capacity of 1,000 to 1,500 persons will be equipped with the new Model 5050. This unit consists of two low-frequency speakers and their baffle, a high frequency driver and horn, and a crossover network. The complete system stands 84 inches high, 72 inches wide, and 36 inches deep.

For larger theatres with a seating capacity between 1,500 and 2,000, Ampex has designed the Model 5070. This system will be installed with Ampex 60-watt stereophonic systems, and contains the two low-frequency speakers in a larger baffle, a high-frequency driver and horn, and a crossover network. Installed dimensions: 79 inches high; 84 inches wide; and 48 inches deep.

For TV-Films

Actors Guild In Pact With Managers

HOLLYWOOD, June 14.—The Screen Actors Guild today disclosed that an agreement has been reached with the Artists Managers Guild covering regulations to govern agents' representation of guild members in the television-film field.

This field was not covered in the last (1949) SAG negotiations with AMG due to the jurisdictional dispute then in progress, and the new agreement, detailed in a four-page intelligence report mailed to SAG members today, binds the members and SAG-franchised agents to honor its provisions exclusively following expiration of the valid existing contracts.

New Italian Pact

(*Continued from page* 1)

into Italian annually to 175. As a counterpart, American distributors may receive an as yet to be established share of dollars earned in the United States by Italian Films Export to be integrated with the American companies' remittances from Italy, which are presently limited to 40 per cent of their profits.

The American companies' frozen balances here were almost entirely transferred or used up as of the time negotiations on the new pact began. Accordingly, the new proposals seem intended to reduce American production in Italy, into which much of the frozen money has gone heretofore.

Sidney, Barrymore Name TV Judges

George Sidney, president of the Screen Directors' Guild, and Ethel Barrymore will serve on the 1954 Sylvania Television committee of judges who will award individuals and organizations honors for making the most notable contributions to the visual broadcast medium. The awards will be presented here on Nov. 30.

To Vote on Union

LOS ANGELES, June 9.—Film inspection and shipping department employees of Motion Pictures for Television, Inc., have until June 28 to vote for or against joining the National Association of Broadcasting Employees (CIO).

Knoxville Ups Prices

KNOXVILLE, Tenn., June 14.—Tennessee, Bijou, Booth, Park, Pike and Tower Theatres have advanced all children's admissions nine to 15 cents and the Booth and Park have added five cents to adult admissions.

LOOK TO FILMACK FOR THE FINEST ANNOUNCEMENT TRAILERS
ALWAYS GOOD! ALWAYS ON TIME!
1327 S. Wabash - Chicago, Ill. 630 Ninth Ave. - New York, N. Y.

Television--Radio

with Pinky Herman

JACOB A. (JAKE) EVANS, national director of NBC's advertising and promotion, is the author of a 384-page book, "Selling and Promoting Radio and Television," which will be published by Printers' Ink Books and which will hit the stores and stands June 28. Evans outlines the problems of sales, service and management in clear, easy-to-grasp language and also devotes a chapter on color development in TV to date, and we predict readers and users of Jake's book will be helped no end. . . . Martin Manulis, producer of the Goodson-Todman TVehicle, "CBSuspense," will sail for Europe June 22 accompanied by his wife, Katherine Bard. . . . After two decades as talent executive with MGM and 20th Century-Fox, Marcelle Napp joins the new Paula Stone-Mike Sloane TV production company as gen. mgr. Initial filmed TV series will be based on Dr. Norman Vincent Peale's Guide Post magazine.

☆ ☆ ☆

Art Carney, featured comedian on the "Jackie Gleason Show," who turned in an unforgettable performance in the TVersion of "Burlesque" a few months ago, dittoed in the title role in CBStudio One's last stanza of the season last night in "A Letter to Mr. Gubbins," adapted by Harry Junkin from a story by Antony Ferry. Produced by Felix Jackson and directed by Paul Nickell, the series, sponsored by Westinghouse, will return Monday, Sept. 20. . . . Prexy Ed Gershman and creative director Bill Tytla of Academy Pictures were honored recipients of four of 10 awards, for TV commercial animated films, presented Tuesday by the Arts Directors Club of N. Y. at the Waldorf-Astoria. . . . Macy's doesn't tell Gimbel, but Gimbel (Bernard) told DuMont (Allen B.) and an assemblage of agency execs, newshawks and electronics engineers at the dedication of DuMont's new Tele-Centre in New York yesterday that Dr. DuMont's foresight, ingenuity and courage, which parlayed a thousand-dollar investment back in 1931 to a five-million-dollar-industry, "is a tribute not only to the industry but to the many individuals who had the vision and stamina to make television the dynamic force that it is in our lives today."



Art Carney

☆ ☆ ☆

For his fine directorial efforts on "Lamp unto My Feet," Allen Reisner has been rewarded with three assignments on the "CBStudio One" summer series, the first "Fandango at War Bonnet" slotted for June 21. . . . Ted Allan will start production on 24 musical telefilms in Hollywood with several agencies interested. . . . Vice-president Alexander Stronach, Jr., in charge of ABC-TV, announced that renewals by nine sponsors totaling $8,135,400 have been negotiated in the past month, with seven of them scheduled to stay on the air throughout the summer. . . . Les Paul and Mary Ford, whose sensational platters on Capitol have zoomed them to stardom, made a telefilm spot Friday for the Perry Como program.

☆ ☆ ☆

Lou Marlowe, for 10 years a director at the Warner Bros. studios and a charter member of the Screen Directors Guild, has been signed by Atlas Film Corp. to direct short subjects and telefilms at the firm's Oak Park (Ill.) studios. And while on the subject of Atlas Film, we'll straighten out the 'Jack Ryan paragraph' which appeared in this pillar dated May 11 in which we wondered out loud whether the Atlas Jack Ryan was our old pal, then press chief at NBChicago. We quote a paragraph from a recent letter which explains the situation. Writes Jack (Atlas) Ryan: "I only hope the NBC Jack Ryan is not too distraught over being confused with this Jack Ryan. Knowing Jack Ryan, with whom you became acquainted at NAB conclaves here in Chicago, I'm reasonably sure he'll retain a serene outlook in the face of being linked with me. In my days as a Chicago newsman—with hitches on the Hearst papers and with the Chicago Daily News—I had frequent and consistently rewarding contacts with your friend Ryan. Unquote. (Next time we're in Chicago we'll buy the Coca-Colas (you're welcome, Morton Downey) for BOTH Jack Ryans.

3-Day Exhibit

Closed-Circuit Telemeter in Hotel Shown

A series of daily telecasts to receivers located in the 1,600 rooms of the Park Sheraton Hotel was launched here yesterday when Ampli-Vision, a division of International Telemeter Corp., demonstrated the possibilities of hotels operating as closed circuit "television stations."

The programs, featuring Paramount short subjects and cartoons, will continue today and tomorrow in conjunction with the annual convention of the National Community Television Association. The film shorts are being presented from 7:30 p.m. to 9:00 p.m.

Telecasts include a "telephone message service" for NCTA convention registrants, wherein names are listed on a call-board of persons wanted on the telephone in front of TV cameras and piped to all of the 1,600 room receivers. When a person responds, registrants can converse via telephone with a special operator in the Ampli-Vision booth, speaking "face-to-face" on the TV screen of the hotel TV sets.

The transmission of film shorts via a closed-circuit of this kind indicates to Telemeter officials the possibilities of bringing diverse entertainment to hotel guests and private homes in the near future.

USIA Gets Big Fund

(*Continued from page* 1)

service would get $3,931,000 under the Senate bill, compared to $2,931,000 under the House bill and $3,390,000 during the current year. The differences must be resolved in a House-Senate conference.

Sen. Burton Hickenlooper (R., Iowa), chairman of a Senate foreign relations committee which studied the overseas information program, said he was sorry that the film program had received so little. "The motion picture medium," he declared, "is one of the most vital and important means we have of communicating ideas and thoughts about the United States and the free world."

Senate Appropriations Committee chairman Bridges (R., N.H.) revealed that the committee had deteated attempts to eliminate all funds for the film service and to cut the House figure in half.

Rose Joins AA

Harold Wirthwein, Allied Artists western division sales manager, has announced that Connie Rose, for 27 years a Paramount salesman in the Salt Lake City area, has joined Allied Artists' sales staff and will represent the company in western Nebraska, operating out of Omaha. His new affiliation became effective yesterday.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

CinemaScope Hearings on June 22

(Continued from page 1)

Zanuck, International Corp. president Murray Silverstone, vice-president Joseph H. Moskowitz and other company executives who saw a completed print of the hour-long subject.

First Coast Showing June 28

The initial West Coast showing of the reel at the Chinese Theatre will be for members of the press, wire service representatives and nationally-syndicated columnists with the first exhibitor showing scheduled in that area at the Boulevard Theatre, Los Angeles, on June 28.

The Roxy demonstration, before an invited audience of circuit and independent theatre owners, drive-in operators, exhibitor organization leaders, executives from production and distribution as well as the motion picture and consumer press representatives, will signal the start of showings in all 32 domestic exchange cities.

Will Rotate Prints

Exchanges of 20th-Fox's sales organization have been broken down into five geographical routes in which five prints will be rotated on a day-and-date basis to cover the United States offices by July 9. Demonstrations in Canada will follow at dates to be announced shortly.

Home office sales executives of the company and field sales heads will be host at each showing at which special press kits containing news and feature material on the CinemaScope reel will be distributed.

New Haven to Follow Roxy

Demonstration Route Number One will encompass the company's Atlantic and newly-created North-East divisions. Following the Roxy showing, scheduled for 9 a.m. Tuesday, programs will be held at the Poli Theatre New Haven, June 23, 10 a.m.; Palace, Albany, June 24, 10 a.m.; Metropolitan, Boston, June 25, 9:30 a.m.; Fox, Philadelphia, June 28, 9 a.m.; Capitol, Washington, June 30, 9:15 a.m.; and Carolina, Charlotte, July 2, 10:30 a.m.

Demonstrations in Route Number Two will be as follows: Fox, Atlanta, June 29, 10 a.m.; Florida, Jacksonville, July 1, 10 a.m.; Saenger, New Orleans, July 6, 9:15 a.m.; Malco, Memphis, July 6, 9:45 a.m.; Palace, Dallas, July 8, 10 a.m.; and the Criterion, Oklahoma City, July 8, 10 a.m.

In Chicago on June 29

Showings in Route Number Three are as follows; State Lake, Chicago, June 29, 9 a.m.; Wisconsin, Milwaukee, June 30, 10 a.m.; Radio City, Minneapolis, July 2, 9:30 a.m.; Des Moines, Des Moines, July 7, 10 a.m.; Orpheum, Omaha, July 6, 10 a.m.; Orpheum, Kansas City, July 9, 2 p.m.; and the St. Louis, St. Louis, July 9, 1:30 p.m.

Press Show for Los Angeles

The CinemaScope reel will be shown in Route Number Four as follows: Chinese Theatre, Los Angeles, June 22, for the press only; Boulevard, Los Angeles, June 28, at 2 p.m.; Fox, San Francisco, June 29, 10 a.m.; Oriental, Portland, July 1, 10 a.m.; Fifth Avenue, Seattle, July 2, 10 a.m.; Villa, Salt Lake City, July 6, 2 p.m.; and the Centre, Denver, July 8, 10 a.m.

Route Number Five is as follows: J. P. Harris Theatre, Pittsburgh, June 29, 10 a.m.; Albee, Cincinnati, July 1, 9:15 a.m.; Indiana, Indianapolis, July 2, 9:15 a.m.; Fox, Detroit, July 6, 10 a.m.; Hippodrome, Cleveland, July 7, 10 a.m.; and the Buffalo, Buffalo, July 9, 9:30 a.m.

Full Description Featured

The special demonstration reel will contain a full comparison of four-track magnetic directional stereophonic sound and regular optical sound; footage showing scenes from several upcoming CinemaScope productions utilizing new "taking" lenses developed by Bausch and Lomb; and other technical information relating to the new entertainment medium.

Narrating the subject will be Zanuck.

Australia

(Continued from page 1)

cent admission tax a year ago has had a favorable effect, and that CinemaScope has had a beneficial influence upon attendance, not only in theatres where it is installed but for theatres in general. Sixty of Hoyts' 200 houses are equipped for CinemaScope.

Another favorable factor, Turnbull said, is the country's liberal immigration policy, which has resulted in increasing the population from eight to nine millions since the war ended. The country's first drive-in, accommodating 600 cars, recently opened, he said, is doing such big business that others will be built, the next one with a "walk-in" provision.

Scales Up for 'Robe'

Turnbull said Hoyts increased the admission scale about 20 per cent for "The Robe," the first increase in many years, and is getting about 10 per cent over the regular price scale for subsequent CinemaScope presentations.

Surveys show, Turnbull said, that the average attendance rate among Australians is about 35 cinema visits annually. With television due to get started in two years, he said, Hoyts is preparing, by swinging to a single-bill policy in as many theatres as possible, and fortifying industry goodwill by all feasible means, to meet the challenge.

Rembusch

(Continued from page 1)

local editor reads it. Then there should be a bit of discussion on how the exhibitor and editor could work toward helping each other's business. This certainly would be in order.

"So that I may follow through on my own suggestion, please send me 12 copies of the ads."

Buck, O'Brien Head Catholic Actors Guild

At the annual meeting of the Catholic Actors Guild of America, Gene Buck and Pat O'Brien were reelected as president and vice-president. Those elected to other positions were: Jay Jostyn, second vice-president; Ed Begley, recording secretary; Jane Taylor, historian; Frank McNellis, chairman of the executive board; Ann Sullivan, social secretary (theatrical), and Madeleine Larkin, social secretary (non-theatrical).

Members of the executive board were chosen as follows: Matt Briggs, Audrey Egan, Lillian Fallon, Mrs. J. P. Gallagher, Jason Johnson, Fred Kelly, Paul Lilly, Robert Dale Martin, J. Joseph McDermott, Harry Oldridge, Pat O'Shea and James Sauter.

'Wind' Now 'Passion'

"Passion" has been chosen as the final title for the Benedict Bogeaus production filmed as "Where the Wind Dies," starring Cornel Wilde and Yvonne de Carlo and directed by Alan Dwan. RKO Radio is distributor.

'Wait' Here June 25

United Artists' "The Long Wait," will have its New York premiere at the Criterion Theatre on June 25.

Flick, Vizzard to Discuss Film Control

Regulation of communication media by official means or by self-regulation will be discussed by Dr. Hugh Flick, director of the motion picture division of the New York State Education Dept., and John Vizzard, of the Motion Picture Association Hollywood office, at a forum of the University of Michigan Law School's 1954 Institute in Ann Arbor, Mich., starting tomorrow.

Dr. Flick stated here at the weekend that he will examine the general problems of motion picture control, highlighting the four types of censorship in effect now—preventive, punitive, self and pressure.

"The role of motion pictures in communications requires special handling, for films have unique qualities," Dr. Flick said. "While the various methods of censorship are inter-related, a better and more logical means of control of all communications is necessary," he said.

Pittsburgh's State Theatre Bldg. Sold

PITTSBURGH, June 14.—The State Theatre on Fifth Ave. in downtown Pittsburgh, once a key film house in the Rowland & Clark chain, will follow the Ritz Theatre into oblivion on June 26. The State Theatre Building has been sold to an unnamed syndicate, and the 25-year-old theatre will probably be converted into a store.

With the Casino, a burlesque house on Diamond St., a practical certainty to remain closed, and the Ritz already razed, the downtown Pittsburgh situation is confined to six film houses—the Penn, Stanley, Warner, Ritz, Fulton and Art Cinema—and the legitimate Nixon Theatre—the lowest number in contemporary history.

Four RKO Branches Over 'Kramer' Quota

Four branches of RKO Radio exceeded their quotas by substantial margins during the past week in the company's Sidney Kramer Shorts Drive, commemorating the 25-year association of the short subject sales manager with the company. The branches exceeding their quotas were Montreal, Winnipeg, Denver and Calgary.

Casablanca Branch Is Added by UA

United Artists has added a branch in Casablanca, French North Africa, it was announced by Arnold M. Picker, vice-president in charge of foreign distribution.

The Casablanca office will be managed by Andre Aubuouet, who has been associated with the company's Paris office for the last four years.

Tax Appeal to Governor

(Continued from page 1)

York Emergency Committee will appear before Mayor Wagner Friday morning at 10:30 A.M. at City Hall. The law is slated to take effect July 1, after the mayor signs it.

The wire led off: "We are wiring you in a final desperate attempt to stave off the imposition of a five per cent amusement tax by the City of New York. We know that you are fully cognizant of the plight of the motion picture industry."

It continued: "Indeed, it was with our valuable assistance that at long last, relief was finally otbained this year with Congress and the President approving a bill halving the amusement tax to 10 per cent. In addition special consideration was obtained freeing all admissions up to and including 50 cents of all tax."

The law went into effect on April 1, the wire said, "and has given the struggling motion picture industry a fighting chance to survive."

Turning to city Budget Director Abraham Beame's estimate of $17,500,000 expected to be yielded by amusement taxes in New York, the telegram said: "We are confident that the budget director has based his estimate of the receipts which the city may expect to raise from this tax on motion picture theatres and amusement admissions generally on erroneous assumptions and inaccurate data."

The budget director acknowledged that he used 1948 figures of the Federal government reported from the New York tax district," the wire asserted. "Admissions to theatres in 1948 amounted to $138,000,000 whereas by 1953 the figure had dwindled to $73,000,000," the telegram said.

The wire concluded by mentioning the retention of Sindlinger & Co., and repeated the industry's effort made in open hearings before the city administration, to examine the firm's findings for its guidance in studying the motion picture situation in New York. "This offer has not been accepted," the wire told Dewey.

The industry message completed its warning to the governor by saying: "The livelihood of thousands of industry employees are in jeopardy, and a serious problem is posed for the state and city welfare agencies."

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 115 NEW YORK, U. S. A., WEDNESDAY, JUNE 16, 1954 TEN CENTS

Dewey Promises Probe of Wagner Ticket Tax Yield

Tells Showmen's Emergency Committee He Will Direct Commission to Determine Merit and If Tax Should Be Invalidated

The New York City theatre industry received its first ray of hope in its continuing fight against Mayor Robert Wagner's five per cent tax on admissions when Governor Thomas E. Dewey yesterday informed leaders of the tax fight he would direct a state commission to investigate the probable yield to the city of such a tax and determine whether it is unsound and if the legislature should be asked to invalidate it by withdrawing the city's authorization to enact an admissions tax.

Gov. Dewey's message was in response to a plea for help sent to him by the local industry's emergency management and labor committee on Monday and advising him that it was felt passage of the tax would be "tantamount to confiscation."

The estimated yield of the tax has been a major point at issue for the past several weeks. City budget director Beame told the mayor and City Council that it would produce about $9,000,000 from film theatres alone. Later he denied that and cut his estimate in half.

The industry has contended that the estimate was based on 1947 grosses and that a more accurate yield would be around $3,500,000. The industry's figure would show that, according to the city's own statements of needed revenue, the admissions tax would leave its budget unbalanced and therefore is no solution to the city's alleged fiscal problem.

The Dewey study would be undertaken by the Temporary State Commission on Fiscal Affairs of State Government, of which Frederick L. Bird of New York City is chairman. In addition to the yield, the Commis-

(*Continued on page* 5)

Hikes Program

Broidy Reveals AA Plans for Expansion

Stock Deal for Huston; 38-40 AA Films in '55

In line with an expansion program now being undertaken by his organization, Steve Broidy, president of Allied Artists, announced here yesterday that AA had agreed to give producer-director John Huston 25,000 shares of AA common stock for each of three pictures he will produce at the rate of one per year for AA release. In addition Huston will get a percentage of the gross and be allowed a budget in excess of $800,000 per picture, Broidy said.

A program consisting of 38 to 40 features will be released by Allied

(*Continued on page* 4)

To Appeal Ruling on Trust Case Damages

WASHINGTON, June 15. — The Government has reportedly decided to appeal to the Supreme Court a lower court ruling that punitive damages awarded in private anti-trust suits are not taxable to the person getting the damages.

The appeal involves damages won by the William Goldman Theatres. Goldman won an anti-trust suit against Warner Theatres and the major distributors, and was awarded

(*Continued on page* 4)

Meyer, Webb Split; Former Seeks 3-Film Warner Bros. Deal

Stanley Meyer and Jack Webb will terminate their association upon completion of the "Dragnet" feature-length motion picture for Warner Brothers, it was announced yesterday.

Amicable ending of the association between Meyer, "Dragnet" producer, and Webb and Mark VII Productions, Ltd., was attributed by Meyer to the fact that future Mark VII motion picture plans are being held in abeyance due to the necessity of Webb resuming television production. In the meantime, Meyer is negotiating a three-picture

(*Continued on page* 4)

Attack on Hollywood Decried by Murphy

HOLLYWOOD, June 15. — In a memorandum to the press today, George Murphy, president of the Hollywood Coordinating Committee, said in part:

"In the last 24 hours I have been asked by many newspapers and syndicates to make a statement with reference to an attack on the industry in a newly published book. I think the American public would be more interested in hearing what kind of thing is typical of Hollywood and its people than in getting a retort to an attack on the eccentric minority."

The memorandum then went on to

(*Continued on page* 4)

31 TOA Leaders to Attend Executive Sessions on Coast

HOLLYWOOD, June 15.—Thirty-one exhibitor-members of Theatre Owners of America definitely are scheduled to attend the special summer session of the TOA executive committee and board of directors here Thursday at the Beverly Hills Hotel. The sessions will last through Saturday.

Charles P. Skouras, honorary board chairman, will preside in the absence of Alfred Starr, chairman of both the executive committee and board of directors.

On hand for the sessions will be: Walter Reade, Jr., Red Bank, N. J.; Herman M. Levy, New Haven; John Rowley, Dallas; George Kerasotes, Springfield, Ill.; Charles Gilmour, Denver; Lawrence Starsmore, Denver; Harold D. Field, Minneapolis; Art Adamson, Portland, Ore.; Albert M. Pickus, Stratford, Conn.; Roy Cooper, San Francisco; R. J. O'Donnell, Dallas; Pat McGee, Denver; Morris Loewenstein, Oklahoma City; Morton G. Thalhimer, Richmond, Va.; Robert Bryant, Rock Hill, S. C.; Julius M. Gordon, Beaumont, Tex.;

(*Continued on page* 5)

Run-of-Station Pact By 20th With WNBT

Twentieth Century Fox, has signed a 52-week contract with WNBT, NBC owned station in New York, Jay Heitin, WNBT sales manager, announced.

Whereas there have been contracts with theatres and exhibitors, the 20th Century contract marks the first time that a major motion picture company has signed a full year's commitment with a television station, Heitin said.

Effective immediatcly, the "cumulative advertising" contract represents a minimum of $140,000 in gross billings —said to be an unprecedented advance commitment for a picture company to

(*Continued on page* 5)

Boston Censors Rule 'Line' Dance Out

BOSTON, June 15.—The Board of Censors here ruled that the solo dance number of Jane Russell in "French Line" must be cut from the film before it can be shown in Boston. Mayor Hynes, who called a private showing of the film, stated that the board members were unanimous in its decision claiming "too much exposure." Other members of the board are Police Commissioner Sullivan, Daniel Sargent, chairman of the Art Commission, and the two city censors.

FIRESTONE TELECAST TIEUP WITH PARAMOUNT THEATRE POSTPONED

Technical difficulties in planning the radio and television broadcasts of "The Voice of Firestone," the half-hour musical program which was scheduled to originate from the Paramount Theatre here on Monday evening, has caused an indefinite postponement of the simulcast, it was learned here yesterday. The program was to have been integrated into the regular film program of the Broadway house. Until further notice, the show will originate from the American Broadcasting Co. studios here.

The plan to telecast "The Voice of Firestone" on Mondays, from 8:30 P.M. to 9:00 P.M., ran into trouble, it was reported, because the Paramount Theatre's stage could not be converted into an acceptable television

(*Continued on page* 4)

UA Will Distribute 'Romeo and Juliet'

United Artists will release the J. Arthur Rank Organization's production of "Romeo and Juliet," filmed presentation of the William Shakespeare play, photographed in Verona, Italy, and at other locations mentioned in the original story. Release agreement was signed yesterday by John Davis, managing director of Rank, and Arthur B. Krim, president of UA.

Personal Mention

AL LICHTMAN, 20th Century-Fox director of distribution, returned to New York yesterday from the Coast.

•

SID BLUMENSTOCK, Paramount Pictures assistant national director of advertising-publicity, and DR. CHARLES R. DAILY, Paramount technical expert, will leave Cincinnati tonight for New York.

•

KARL JUNGMARKER, Universal-International manager for Sweden, has arrived in New York from Stockholm and will leave here today for the Coast.

•

ANATOLE DE GRUNEWALD, produeer, and HENRY CORNELIUS, director, have left New York via B.O.A.C. for Europe, the former by Monareh, the latter by Mayflower.

•

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., will return to New York tomorrow from Boston.

•

LEON HERMAN, Buffalo manager for Republic Pictures, and ARTHUR J. NEWMAN, Republic manager in Albany, visited in Oneida, N. Y.

•

MITCHELL WOLFSON, president of Wometco Theatres, Florida, has left there for Europe.

•

LILLIAN LANG, fashion director of "Photoplay," has left New York for the Coast.

•

AL ZIMBALIST, producer, is in New York from Hollywood.

Plan Rapid Printing Of Fight Pictures

United Artists will get the films of tomorrow's heavyweight championship bout between Rocky Marciano and Ezzard Charles into theatres throughout the United States and Canada not later than Saturday, within 36 hours after completion of the eontest in the Yankee Stadium here. Aecording to plans completed yesterday by William J. Heineman, vice-president of UA in charge of distribution, the films will be shown in some houses of the New York metropolitan area on Friday afternoon and evening.

Printing of the films will start immediately following the end of the bout and will be completed by Friday morning, after whieh they will be rushed by express to loeal points and by air express to the more distant areas.

Demaret Show Unveiled

An overflow crowd saw the press preview of Award Television's "Johnny Demaret Show" at the Johnny Vietor Theatre, launching the new TV film series. In addition to Demaret, Bob Hope and Bing Crosby appeared in the first two programs. Milton Salzburg is the producer. Bob Brumby is the writer.

Brewer Ticket Gets Additional Support

Additional support has been received from delegates representing IATSE No. 8 District in the "Roy Brewer for president" eampaign, Russell M. Moss, executive vice-president of Home Office Employees, H-63. IATSE, announeed here yesterday.

Moss, himself a candidate for the IATSE ninth vice-presidency on the Brewer slate, stated that "the delegates representing the locals in Ohio, Miehigan and Kentucky followed the pattern set by the special department loeals in pledging themselves to support Brewer and his ticket at the forthcoming international convention."

The Eighth IATSE district met last week in Columbus, O., with international representative John Fitzgerald presiding at the meeting.

Brewer and his slate, along with international president Richard Walsh, have been invited to attend a meeting of the Ohio State Operators Association at the Virginia Hotel in Columbus, O., on June 24.

Keller Picture Has World Premiere Here

Members of New York society and personalities of stage and screen attended the world premiere of "The Uneonquered," the new picture about and with Helen Keller, at the Guild Theatre here last night.

In the audienee were Mrs. August Belmont, Mr. and Mrs. Irving Berlin, Mrs. Harry Payne Bingham, Mme. Draper Boneompagni, Mrs. Lewis W. Douglas, Mrs. Marshall Field, Miss Eleanor Gilchrist, General and Mrs. A. Conger Goodyear, Mrs. Harry F. Guggenheim, Mrs. W. Averell Harriman, Mr. and Mrs. Roy E. Larsen, Dr. and Mrs. David M. Levy, Mrs. Goodhue Livingston, Mrs. Lorraine Manville, Mr. Basil O'Connor, Mrs. Philip Kip Rhinelander, Mr. and Mrs. George N. Riehard, Mrs. Frederiek Steinway, Mrs. Matilda Day Straus, Mrs. DeWitt Wallace, Mrs. Frederiek Warburg, Mrs. Clark Williams, Mrs. Wendell Willkie.

The theatre was represented by Katharine Cornell, who speaks the narrated sequenees in "The Uneonquered," Helen Hayes, Mr. and Mrs. Russel Crouse, Ruth Draper, Edna Ferber, Lillian Gish, Emily Kimbrough, among others.

Morais to Lewyt

Ira Morais, who has been handling exploitation and speeial publicity for RKO Theatres during the past 11 years, is resigning from the theatre eircuit, effeetive June 18. Morais will join the Lewyt Corp. as national publicity manager, handling the vaeuum and manufaeturing contraet divisions. His new post beeomes effeetive June 21.

New NT Director

LOS ANGELES, June 15.—Graham L. Sterling, Jr., a partner in the law firm of O'Melveny & Myers, has been named a director of National Theatres replacing James L. Beebe, who resigned for health reasons.

Reciprocal Trade Extension Okayed

WASHINGTON, June 15.—The Senate Finance Committee approved the House-passed bill for a one-year extension of the reciprocal trade agreements program. The measure may come up on the Senate floor next week.

Name McCarthy IFE Midwest Manager

Bernard McCarthy has been promoted from sales representative of IFE Releasing Corp. in the Denver, Kansas City and St. Louis exehange areas to Midwest district manager, it was announced by Bernard Jacon, vice-president in charge of sales and distribution.

Making his headquarters at the releasing eompany's Chicago offiee, McCarthy will supervise operations in the Milwaukee, Minneapolis, Omaha, Des Moines, St. Louis and Chicago areas. Previously, the St. Louis territory had been under the supervision of Glenn Fannin, Southwest distriet manager.

Jacon also announeed the appointment of Samuel Chernoff as Midwest sales representative to assist McCarthy.

Salt Lake Variety, Industry Meet Today

SALT LAKE CITY, June 15. — The annual meeting of Salt Lake motion picture industry interests and Variety Club Tent 38 begins here tomorrow. More than 100 distributors, exhibitors and their wives are expected for the event. The affair will feature a golf tournament, special screenings, teas, luncheons and dinners, and will wind up with a banquet Friday.

George Hoover, International chief barker, and Rotus Harvey, Western division representative for Variety, will speak at final event.

Michael Cleary, 52

Funeral services will be held Friday for Michael H. Cleary, 52, song writer who composed many seores for Broadway and Hollywood productions, who died here yesterday at the Memorial Hospital. Among his hits were "Singin' in the Bathtub," "When a Lady Meets a Gentleman Down South" and others. Cleary was a graduate of West Point, elass of 1924. Rites will be held at Campbell's Funeral Parlor on Madison Ave., mass at St. Malachy's Church and interment at West Point. He is survived by his widow, two children, four brothers and a sister.

Paul Moss, 44

Producer Paul Finder Moss, 44, died Sunday following an operation for an uleer eondition. Among varied film and sports activities, Moss was vice-president of Theatre Assoeiates, Ine., and co-produeer with John Kieran of "Kieran's Kaleidoscope," 52 short-subjeet films for television.

Variety Clubs Int'l History and Work Told Service Clubs

GRAND RAPIDS, Mieh., June 15.—The story of Variety Clubs International, from their inception with the discovery of a foundling in the Sheridan Theatre, Pittsburgh, on Christmas Eve, 25 years ago, to date, was told to members of the Grand Rapids Lions Club by William McCraw, executive director of Variety International, today.

McCraw will continue his talks here with addresses on the international charity work of showmen before other local service clubs tomorrow and Thursday. His talks are designed to establish a pattern for similar informational addresses to acquaint local and regional organizations throughout the eountry with the activities and aceomplishments of the Variety Clubs and their showmen members.

The Grand Rapids Variety Tent was presented with the annual Heart Charity Citation award tonight by George Hoover, international chief barker.

'Johnny Dark' Bows In Toledo Today

TOLEDO, June 15.—With the local eitizenry, press, television and radio slated to go all out to make it a gala event, Universal-International's "Johnny Dark," in eolor by Teehnieolor, starring Tony Curtis, Piper Laurie and Don Taylor, whieh was partially shot at the local Kaiser Willys Motor plant here, will have its world premiere at the Rivoli Theatre tomorrow.

Climaxing the campaign will be the partieipation of Ruth Hampton, who has a featured role in the film and who arrived here from Hollywood this morning for the final phase of the promotion campaign and to partieipate in the Detroit territorial saturation openings which follow.

Asks Ban of Crime Films in Canada

OTTAWA, June 15.—Rev. E. G. Hansell, member of Parliament for MaeLeod, told the Canadian Parliament that film showing murders, gun play and love and drinking parties should be banned in Canada.

In making this demand of the Canadian government, he said that sequences of this type are bad for juveniles. If the same entertainment is offered on TV in Canada, he despaired of the juveniles of the eoming generation. Many pictures were advertised as "adult entertainment" but this only gave the juvenile the opportunity to see something "juiey," he stressed.

Set 'Susan' Ads

RKO's "Susan Slept Here" will be advertised through a fan magazine campaign running from July through Oetober, it was announeed yesterday by Charles Boasberg, general sales manager. The Technicolor comedy will have its world premiere in San Francisco on July 14.

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"NORTH TO EAST TO WEST TO SOUTH!
LISTEN TO THAT WORD-OF-MOUTH!
'SEVEN BRIDES
FOR SEVEN BROTHERS'
MUSICAL THAT TOPS ALL OTHERS!"

OH BROTHER! WHAT REVIEWS!

Read them! Keep them for your advance lobby!

"Excellent! M-G-M, always noted for its lavish sweep. Outstanding musical, rich in imagination and entertainment premiums to show CinemaScope to its fullest advantages. A boxoffice bull's-eye." —**MOTION PICTURE HERALD**

"Delightful entertainment. It stands apart!" —**FILM DAILY**

"Happy, entertaining musical with all the slickness of a Broadway show. A delightful package that word-of-mouth could talk into solid business at the boxoffice." —**VARIETY**

"Lavish musical treat! Outstanding entertainment!" —**MOTION PICTURE DAILY**

"Top musical bound to slide into top place among the season's money-makers. It will bring raves and enthusiastic word-of-mouth."—**SHOWMEN'S TRADE REVIEW**

"Melody, mirth and magnitude head the long list of assets of this delightfully different filmusical." —**BOXOFFICE**

"An M-G-M honey which will sweep the boards at the boxoffice. This socko film is proof indeed that M-G-M figures to stay right on top when it comes to big money-making film musicals. Nominated for Laurel Award." —**MOTION PICTURE EXHIBITOR**

"A smash musical show. Three sequences in a row bring forth house-rocking applause. If you see this picture once, you're bound to want to see it again." —**HOLLYWOOD REPORTER**

"On merit alone, it rates sturdy returns and can be sold almost without qualifications." —**DAILY VARIETY**

"Hearty, happy, bountiful chunk of pure entertainment. Will have audiences permeated with good feeling. Sends them out with a smile." —**FILM BULLETIN**

"Ticket sales should be gloriously high at all situations, for this feature literally abounds in entertainment value." —**INDEPENDENT FILM JOURNAL**

Watch for widely promoted M-G-M Records Album of tunes from the Sound Track. Variety calls it "a trailer for the picture 2 months ahead!"



BOOKED AT THE MUSIC HALL!

M-G-M presents in

CinemaScope

"SEVEN BRIDES FOR SEVEN BROTHERS"

Storring

JANE POWELL
HOWARD KEEL

with

JEFF RICHARDS
RUSS TAMBLYN
TOMMY RALL

Screen Play by
ALBERT HACKETT & FRANCES GOORICH
and DOROTHY KINGSLEY

Bosed On the Story "The Sobbin' Women" by
Stephen Vincent Benet

Lyrics by JOHNNY MERCER
Music by GENE de PAUL
Choreography by MICHAEL KIDD

Color by **ANSCO**
Directed by **STANLEY DONEN**
Produced by **JACK CUMMINGS**

Morey Now Top AA Executive In East

Edward Morey, a vice-president of Allied Artists and until recently liaison officer between East and West coast offices, has been appointed "chief executive officer" in the Eastern office, it was announced here yesterday by Steve Broidy, AA president. Broidy also said that the New York publicity and exploitation department would be enlarged to handle the company's expanded schedule.

Firestone

(*Continued from page* 1)

studio without removing some permanent fixtures.

Film distributors whose pictures play the Paramount, or are likely to, are known to be concerned about the plan to interrupt the regular performance on Mondays for the Firestone hour telecast.

Observers, discussing this apprehension on the part of distributors, point out that Independence Day will be observed this year on Monday, July 5, and that another Monday holiday, Labor Day, will be observed two months later. They estimated that with holiday scales in effect, the program interruption could mean a difference of $20,000 in the gross on such a day at the theatre.

Grossing Angle Vital

Thus, the grossing angle, as well as the physical changes in the theatre said to be required for the telecast, are believed to figure in the postponement of the transfer of the program to a site more adaptable for radio and TV shows.

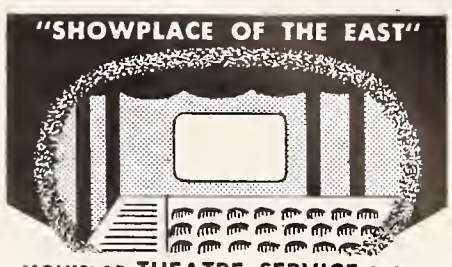
The Paramount Theatre had planned, so that the Firestone hour could have ample rehearsal time, to open its doors on Monday at 4:30 P.M. and patrons attending after that time could witness the musical show. At the conclusion of the simulcast, the regular film presentation would begin.

Attack on Hollywood

(*Continued from page* 1)

quote a communication from Major Clifton A. Wright, Special Services Officer, on a Hollywood show staged for military personnel which "reflected very highly on the character and integrity of the professional entertainment world."

Murphy's memo did not name "Child of Century" nor its author.



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Broidy Tells of Expansion

(*Continued from page* 1)

Artists next year as compared with 26 to be delivered this year, Broidy stated. He also indicated that negotiations are practically completed with William Wyler and Billy Wilder. Similar inducements were offered to them, Broidy said, with the exception that Wilder and Wyler will merely get options for the stock of Allied Artists.

The initial Huston picture for Allied will probably be "The Man Who Would Be King," which is scheduled to begin production immediately following the completion of "Moby Dick," Broidy said. He added that the picture would be shot on location in Pakistan and England.

Others Also Considered

Broidy also disclosed that he was "talking to two other people of the same caliber as these two (Wilder and Wyler) men" but refused to identify them.

In order to verify his opinion on what kind of pictures the exhibitors want, Broidy announced that he had cancelled his trip to London and was flying back to the Coast on Thursday to attend the TOA meetings. Broidy stated that he believed that the TOA "wants top pictures" and that he is planning accordingly.

Broidy said that the present schedule calls for no more "smaller pictures"—with the exception of the Bowery Boys and the Bomba series. All other productions, he said, would fall into one of four categories according to the budget allowance.

Outlines Budget Details

The Huston, Wyler and Wilder pictures will cost in the vicinity of $800,000 each; eight to 10 productions, including "Police Story" and "Annapolis Story," will be made on a budget in the $350,000 class; 10 to 12 pictures are planned on an average cost of $250,000; and the same number of stories will be filmed on a $150,000 to $175,000 budget, according to Broidy.

The policy concerning the use of color and CinemaScope will be strictly on an individual basis with the decision depending on the needs of each picture Broidy added.

Meyer, Webb

(*Continued from page* 1)

production program for Warners to be produced at Warner Brothers studios.

The Webb-Meyer association covering the past three years has seen the "Dragnet" and "Badge 714" television program sold on block to Music Corporation of America for a reputed $5,000,000.

'Apache' to Mayfair

"Apache," Hecht-Lancaster production starring Burt Lancaster and Jean Peters, will have its New York premiere at the Mayfair Theatre following completion of the current attraction at the house, it was disclosed yesterday by William J. Heineman, vice-president of United Artists in charge of distribution.

Kramer Also Director

Stanley Kramer will direct as well as produce "Not As a Stranger," which he will film late this summer for United Artists release.

Trust Case Damages

(*Continued from page* 1)

$125,000 damages, trebled to $375,000.

Goldman maintained that the first $125,000 represented lost profits and was taxable, but that the remaining $250,000 was not taxable. The Third Circuit Court of Appeals upheld that stand.

Justice Department and Internal Revenue Service officials have now decided to challenge that ruling, according to reliable reports, and an appeal will be filed in the Supreme Court in the next week or two.

'GWTW' Parties

Forty-one New York high schools have arranged for "Gone With The Wind" parties at Loew's State, with more than 3,000 students attending. The majority of the teen-agers have never seen the picture. The Margaret Mitchell book is used in the history and social studies classes of many schools, M-G-M reports. An M-G-M survey indicates that over 6,000,000 of the 7,600,000 high school students in the U. S. are eager to see GWTW.

Review

"Challenge the Wild"

(*Graham-United Artists*)

A CHARMING documentary of an American family's adventures in the Alaskan wilds, in color by Color Corp. of America, "Challenge the Wild" supplies sufficient action and generally good photography of Yukon wildlife to classify it as better than average material for neighborhood houses. The film should please audiences in general, and children in particular.

The Graham family, George and Sheilah and their two children, leave their California home for the North country via seaplane. Equipped with cameras and high-velocity rifles, they film and explore the Yukon Valley, Mt. McKinley, the Endicott Mountains, the Brooks range, Admiralty Island and Kokiak Island.

Among other appealing sequences, Graham records the actions of a lost fawn, adopted by the children, whose tameness lends itself to the color cameras. Other shots include two amusing cub bears befriended by the Graham youngsters, the giant bears and ice fields of Kokiak Island and an American eagle in flight. Although quality of color sometimes is not vivid, the close-ups and realistic shots of wildlife in its native habitat more than compensate for some technical shortcomings.

Frank Graham wrote, produced and directed "Challenge the Wild." Marvin Skiles composed the musical score.

Running time, 69 minutes. General classification. For release in June.

National Pre-Selling

MARJORIE LENT has been appointed promotion manager of the Fawcett Women's Group which comprises "Motion Picture Magazine" and "True Confessions." She was formerly in charge of promotion for "Today's Woman" and "Seventeen."

Miss Lent will handle merchandising and tie-up campaigns with the picture companies, directed at the point of sale, the box offices of theatres located in all parts of the nation.

•

Paramount will back up Shirley Booth's ticket-selling name by advertising her latest picture, "About Mrs. Leslie," to 90 million readers of national magazines.

"About Mrs. Leslie" will be advertised in LIFE, WOMAN'S HOME COMPANION, REDBOOK, TRUE STORY, SEVENTEEN, WOMAN'S DAY, SATURDAY REVIEW, PHOTOPLAY, MOTION PICTURE, MODERN SCREEN, SCREEN STORIES, SCREENLAND, SILVER SCREEN, MOVIELAND, MOVIE LIFE and MOVIE STAR PARADE.

•

Columbia's "Hell Below Zero" is advertised in a striking color page in the current issue of "Look."

In the same issue there are extremely interesting photographs (the type which brings patrons to theatres) illustrating the review of "The Caine Mutiny."

Humphrey Bogart, as Captain Queeg, is pictured in degrees of arrogance, hysteria and confusion as he breaks down in his court-martial testimony. "Most of the highlights of Herman Wouk's Pulitzer Prize novel, with its extraordinary theme and vitality, are faithfully included in this film produced by Stanley Kramer and directed by Edward Dmytryk," reports "Look."

•

"The Student Prince" receives a laudatory review in the July issue of "Woman's Home Companion." In commenting on the picture, Phil Hartung cites the sparkling music of Sigmund Romberg and the splendid rendition of the prince's songs by Mario Lanza.

•

"Universal-International's 'Fireman, Save My Child,'" reports "American Magazine" in the June issue, "is about the fastest and noisiest scramble since the pie-throwing days of Mack Sennett. An ex-Keystone cop was employed to work up gags, which will give some idea of the fun theatre audiences can expect."

•

A ticket-selling photograph of Mamie Van Doren, star of U-I's "Francis Joins the Wacs," appeared in the June 13th issue of "American Weekly."

In the same issue M-G-M's "Valley of the Kings" receives prominent mention in a Lustre Creme Shampoo ad, that spotlights the pictures' beautiful star, Eleanor Parker.

•

"Carnival Story" receives substantial help through a double plug in the June issue of "Redbook." In addition to an interesting, compelling review, there is a seven-page personality story of Anne Baxter, the picture's star.

WALTER HAAS

Governor Promises Tax Probe

(*Continued from page* 1)

sion is asked to determine the probable effect of the tax on the city's amusement industry in terms of theatre closings, loss of employment, etc., and whether the tax is a sound source of local revenue.

Help from the state, if it were to be forthcoming, probably could not be realized before next year's session of the legislature.

Probe Would Require Time

The governor's commission to examine into the tax yield would require time for investigation and study of evidence. If it recommended or the Governor saw fit to recommend invalidation of the Wagner tax, the necessary action would have to be taken at the next regular session of the state legislature. That action, presumably, would be in the form of termination of the state's authorization to the city to levy a tax on admissions to amusement. The authorization was granted to state municipalities by the legislature in 1947.

Regardless of the time element involved, the emergency committee was heartened by the first evidence of public sympathy in the plight of the city's theatre industry and the assurance that some action would be taken.

It believes that the investigation by the Governor's commission will justify its protests against the tax and will demonstrate that the theatres cannot afford to pay the tax and, if forced to, it will not yield anything like the New York City budget director's estimate.

Arguments to this effect already have been presented to the City Council and Board of Estimate and will be re-stated at the Mayor's public hearing on the tax bill Friday morning.

Statement by Committee

The emergency committee issued the following statement after receiving Gov. Dewey's message:

"We are extremely grateful to Governor Dewey for his recognition of the plight of the motion picture industry in New York City and for the prompt action he has taken in response to our appeal for help.

"Because of his active interest in the investigations which led to Congressional relief from the Federal movie tax last April, Governor Dewey is thoroughly familiar with the present conditions in our industry.

Would 'Welcome' Investigation

"We welcome a serious, thorough inquiry by the State's Temporary Commission on Fiscal Affairs into all facts surrounding the proposed 5 per cent city movie tax.

"We know that such an inquiry must prove that this levy would be a sad mistake for all concerned, the struggling theatres, their employees and even for New York City itself.

"We feel confident that if Mayor Wagner had not been supplied with erroneous data he would never have contemplated such a levy. Pending the commission's report, Mayor Wagner should veto the bill now before him. If our facts and figures are not confirmed by the commission, the bill could then be re-introduced in City Council. We rest our case with the commission's findings and hope Mayor Wagner will do the same."

The Mayor's comment was that the Governor "is trying to kid the movie industry and the public." He charged that when the Dewey administration sought to turn the city away from a contemplated extension of the three per cent sales tax, it urged the city to consider the amusement tax as a substitute.

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Reviews

"Adventures of Robinson Crusoe"

(Tepeyac Productions-United Artists)

PRODUCERS Oscar Dancigers and Henry Ehrlich have carefully blended together all the important ingredients that go into the production of a popular motion picture—story, casting, scenic locale, good photography—and have come up with a really fine film that will appeal to a wide audience and especially to the family and juvenile trade.

The screenplay by Phillip Roll and Luis Bunuel is smooth and well paced and adheres pretty closely to Daniel Defoe's literary classic. The manner in which Robinson Crusoe (Dan O'Herlihy) is shipwrecked on the island, salvages food and equipment and becomes aware of his fate is done simply yet convincingly. The constant loneliness and despair felt by Crusoe as the only inhabitant on the island despite his successful battle for survival is handled with imagination and heightens the impact of the arrival of his man Friday (James Fernandez) on the scene. So named because it was on that day of the week that Crusoe rescued the native from his man-eating captives. Friday proves his allegiance to his master and the last 10 of the 28 years Crusoe spends on the island are happy ones. His accidental exile comes to its conclusion when Crusoe is able to outwit a band of mutineers who land on his shores in search of water. The deposed captain having been returned to his post as master of the vessel obliges by taking Crusoe and Friday back to England.

The casting of Dan O'Herlihy in the lead role is indeed fortunate for while his name is not significant from the box office point of view his portrayal of the moods and mental anguish of a marooned man is natural, emphatic and thoroughly believable. Since O'Herlihy has the screen entirely to himself for two-thirds of the picture and dominates the remaining scenes much of the credit for maintaining interest must go to him.

The film was shot on location on a small tropical island off the coast of Mexico. Photographer Alex Phillips succeeded in capturing the lush beauty of the tropical setting in color by Pathecolor, in a series of shots of the stockade that is Crusoe's home, close-ups of the flowers and wildlife of the island and others of the land and coastline.

Running time, 90 minutes. General classification. For release in July.

"Hobson's Choice"

(London Films—UA)

A BRITISH comedy in which Charles Laughton portrays a prosperous Lancashire bootmaker, "Hobson's Choice," a London Films production, ranks as fair entertainment for American audiences, despite its heavy British dialogue and an overdose of grimaces and facial contortions by Laughton. On the whole, however, the result adds up to an amusing 107 minutes.

Except for a few places where the story rambles a little too much, the picture captures the spirit and atmosphere of its locale and gives Laughton an opportunity to run the gamut of emotions, from a sentimental widower to a man who drinks well but not wisely. David Lean, who produced and directed, has done a capable job.

Liking his home comforts and his glass of spirits, Laughton refuses to allow his daughters to wed if he has to pay a settlement to the selected husbands. The oldest of his three daughters revolts and runs off with John Mills, a shoemaker in the employ of Laughton. With the absence of the oldest girl, Brenda de Banzie, Laughton soon finds life uncomfortable so he takes refuge in the inn. One evening, with one extra drink under his belt, he falls into a basement on the way home, this leading to a lawsuit for trespassing and damages incurred.

Miss de Banzie learns of his misfortune and furthers the plans of herself, Mills, and the other two daughters. Laughton is "blackmailed" into settling out of court. The money is paid as a settlement to the husbands-to-be and the two remaining daughters wed. Laughton starts drinking in earnest and is soon really ill, seeing doubles and rabbits in his hangovers. Miss de Banzie issues him an ultimatum—she will return home to care for him if he will take Mills into partnership. Laughton, fuming and screwing up his face in expressing his rage, reluctantly agrees. He also realizes that in the future his home life will be comfortable.

Others in the cast are Daphne Anderson, Prunella Scales, Richard Wattis, Helen Haye and Joseph Tomelty. Produced and directed by David Lean, from a screenplay written by Lean, Norman Spencer and Wynyard Browne.

Running time, 107 minutes. General classification. Release, in June.

L. D.

TOA

(*Continued from page* 1)

Jerry Zigmond, Los Angeles; Mr. and Mrs. Roy E. Martin, Jr., Columbus, Ga.; Lester Kropp, St. Louis; Tom James, St. Louis, Tom Bloomer, Belleville, Ill.; Nat Williams, Thomasville, Ga.; Fred Schwartz, New York City; R. R. Livingston, Lincoln, Nebr.; Carl E. Anderson, Kalispell, Mont.; Myrnon N. Blank, Des Moines; Mr. and Mrs. L. S. Hamm, San Francisco, and J. J. Rosenfield, Spokane, Wash.

Other TOA leaders have indicated that they also will be present, but their attendance had not been confirmed early this week.

WNBT Pact

(*Continued from page* 1)

a local TV station. The contract allows 20th-Fox to utilize WNBT advertising facilities according to the needs represented by the company's individual forthcoming or current productions. In addition, to advertising its Broadway openings and runs, 20th plans to advertise, for the first time in its history on radio or television, neighborhood engagements of its latest attractions.

The company may advertise on any WNBT program available with suitable time and at an hour which 20th chooses under its run-of-station privileges contract.

Some of the pictures which 20th-Fox plans to advertise on WNBT under its new contract are "Demetrius and the Gladiators," "Garden of Evil," "Broken Lance" and "The Egyptian."

Charles Schlaifer & Company is the advertising agency for 20th-Fox.

Drive-in Grosses Off In Oregon Territory

PORTLAND, Ore., June 15.—In spite of two weeks of rainy, cold weather, theatre attendance at first runs is holding up well above normal, but drive-ins report a decided falling off, especially in the rural areas which have become populated with TV sets.

It is noted in the Spokane area that TV set sales have dropped some 50 per cent compared with the first four months of 1953.

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VOL. 75. NO. 116 NEW YORK, U. S. A., THURSDAY, JUNE 17, 1954 TEN CENTS

Five on Panel

NameSpeakers At Tomorrow's Tax Hearings

50 Others Expected at Sessions in City Hall

The Emergency Management and Labor Committee, fighting New York City's proposed five per cent admissions tax, yesterday named a line-up of five industry and union leaders who will speak against the tax tomorrow morning at an open hearing before Mayor Wagner at City Hall.

The speakers include: Emanuel Frisch, president, Metropolitan Motion Picture Theatres Association, who will open the talks and introduce the other speakers; Harold Newman, vice-president, Century Circuit, who will present industry statistics disputing those of city budget director Abraham Beame; Richard F. Walsh,

(*Continued on page 7*)

Good Film Definition Theme of Compo Ad

The 17th in the series of COMPO advertisements in "Editor & Publisher," which will appear on Saturday, poses the question, "What is a good movie?", and then points out that fundamentally a good picture is any film "you like and vice versa."

Most of the movie-going millions, the ad says, share a mass taste—in laughter, drama, tears. Yet even this mass taste varies widely. "Using any standards," the ad states, "we would

(*Continued on page 7*)

Top Budgets for Huston's A-A Films

Budgets for the pictures to be made for Allied Artists by producer-director John Huston "will be consistent with whatever it takes to make the kind of pictures he is accustomed to making," Steve Broidy, A-A president, emphasized yesterday in correcting a report published here that the pictures would have a budget "in excess of $800,000."

Actually, Broidy said, a figure double that amount will be nearer to their probable cost.

Broidy will leave here for the Coast today.

Hissong Resigns As Ohio Chief Censor

COLUMBUS, June 16. — Dr. Clyde Hissong has resigned as chief Ohio film censor and state Director of Education. He will rejoin the faculty of Bowling Green State University. Gov. Lausche has named no successor. Hissong said he will stay on the job until Sept. 15 if necessary. He has been on leave from the university for 10 years.

Selznick Back In Production

HOLLYWOOD, June 16.—David O. Selznick will resume personal production "as soon as practicable" with Tolstoy's "War and Peace" as his first picture, he announced today. The announcement said that Selznick already has completed the screenplay outline. Selznick associates report that the producer intends to surpass his own "Gone With the Wind" with this production.

Selznick said producing "War and Peace" will not prevent his continuation of other activities in which he is now engaged, which include preparation of a two-hour television show on major networks on Oct. 24 and the operetta version of "Gone With the Wind" for the stage. He pointed

(*Continued on page 7*)

Calls Them Impractical

Reade Blasts Distribution And Production Policies

HOLLYWOOD, June 16.—Distribution and production policies were attacked bitterly today by Walter Reade, Jr., president of the Theatre Owners of America, who told the Motion Picture Industry Council that current "unsatisfactory conditions are undemocratic, economically unsound and impractical."

In an address before the MPIC, Reade, in summary, said that

¶ Distribution's power over production is dangerous and has been used recklessly.

¶ The high percentage taken by distribution heads has made production personnel and exhibitors less secure than ever before.

¶ The pending trust suits totalling more than $500,000,000 are occasioned by archaic and short view methods of doing business.

¶ Well planned, medium or low-budgeted pictures, well exploited, have been and will continue to be successful.

¶ Exhibitors' investment in the industry is greater than the production

(*Continued on page 7*)

Expect Big Turnout At 'Scope Showing

One of the largest gatherings of film industry figures, representing all phases of exhibition and distribution from the greater New York area, is expected to attend Tuesday's special demonstration of "The Advancing Techniques of CinemaScope" at the Roxy Theatre here, 20th Century-Fox announced.

The huge trade assemblage, to be joined by a large representation from the industry and consumer press, is expected to fill the 6,000-seat theatre for the 9 a.m. showing of the reel pointing up the latest achievements in CinemaScope camera lenses and stereophonic sound.

Invitations are being sent from Spyros P. Skouras, president of 20th Century-Fox, to heads of circuits, leading independent theatre owners, leaders of exhibitor organizations, and executives of major film producing and distributing companies. Complete staffs of many of the theatre circuits in the metropolitan area are expected to attend en masse.

PARA.'S VISTAVISION SHOWING ENTHUSES BRITISH INDUSTRY

By PETER BURNUP

LONDON, June 16.—Paramount's demonstration of VistaVision at the Plaza Theatre here today proved to be an immense triumph for the company, for Barney Balaban, its president, who was present, and for all of his associates.

Two demonstrations were given in the course of the morning to accommodate the crowd of around 2,000, which included producers, distributors, technicians and exhibitors from as far away as Belfast and representing such divergent operations as J. Arthur Rank's, ABPC's and small independents from outlying areas.

The demonstrations were preceded by addresses by Balaban and Loren Ryder, Paramount technical executive. Balaban was applauded as he told his audiences that VistaVision required only standard equipment and a "nominal expenditure by exhibitors."

"That fact assures the exhibitor that he will not, at some point in the near or distant future, be required to write off a sizeable investment in order to embrace whatever new technique the future brings," Balaban said.

He emphasized that the system has four virtues, namely; quality, simplicity, flexibility and economy.

Ryder explained the VistaVision system technically, pointing out that the demonstration employed standard projection equipment using standard lenses, an appropriate focal length and an aspect ratio of 1.85.

The demonstration utilized two test reels, previously screened at VistaVision demonstrations in the U. S.

Representative exhibitors were un-

(*Continued on page 7*)

Dallas, N.O., St. John Win UA Sales Drive

The Dallas, New Orleans and St. John (Canada) exchanges have won the three first-place prizes in United Artists' 35th anniversary sales drive honoring president Arthur B. Krim, it was announced by drive co-captains William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager.

The Dallas branch, headed by manager W. C. Hames; the New Orleans exchange, led by Alex Maillho, and the St. John branch, under I. J. Davis, wound up the six-month drive at the top of their respective groups.

The 32 United Artists branches in

(*Continued on page 7*)

Title Bout June 24 If Rain Tonight

If the Marciano-Charles heavyweight title bout is rained out tonight, the Yankee Stadium closed-circuit event will be postponed to June 24, it was reported here yesterday by Theatre Network Television. Sixty-one theatres of the 77 houses throughout the U. S. that had requested the presentation, will be serviced by AT&T long-line facilities. Nine drive-ins are included in the hookup.

Personal Mention

HENRY L. NATHANSON, head of M-G-M Films of Canada, and HILLIS CASS, general sales manager, returned to Toronto yesterday from New York.

•

HARRY L. BERKSON, manager of the Buffalo Monogram exchange, and ELMER F. LUX, head of Elmart Theatres and president of the Buffalo Common Council, have been elected directors of the Buffalo Round Table, National Conference of Christians and Jews.

•

EDDIE MILLER, longtime manager of the Hippodrome, Cleveland, visited there from St. Petersburg, Fla., to attend the graduation of his nephew from Benedictine High School.

•

BERNARD JACON, I. F. E. Releasing Corp. vice-president in charge of sales and distribution, will return to New York today from Chicago.

•

ANN HERSHKOWITZ, secretary to NEAL ASTRIN, playdate manager for United Artists, will be married June 27 to SAMUEL KOLLANDER.

•

BETTY KAPLAN, secretary to JACK SOGG, M-G-M branch manager in Cleveland, is convalescing there following surgery.

•

L. D. NETTER, Jr., Altec Service Corp. general sales manager, has left New York for St. Louis.

•

MIKE SIMONS, M-G-M exhibitor relations head, will return here Monday from Lake WaWaSee, Ind.

•

JOHN SIMONELLI, Paramount Pictures foreign department field auditor, has left New York for Tokyo.

•

FRANK KING, field representative for Shea Enterprises, is vacationing in Bermuda.

•

DON SCHRAMM is now city manager in Astoria, Ore., for the J. J. Parker Theatres.

TOA Board, Officers Are Guests of U-I

HOLLYWOOD, June 16.—The officers and members of the board of directors of the Theatre Owners of America tonight were guests of Universal-International at a cocktail party given in the company's studio sun room. Hosts to the exhibitor group were Nate J. Blumberg, Alfred Daff and Edward Muhl.

Another for Mathias

HOLLYWOOD, June 16.—Bob Mathias, now making his film debut in "The Bob Mathias Story" for Allied Artists, will continue his screen career in "A Lone Hand," an original by Henry Morrison, which executive producer James L. Fallon, producer of "The Mathias Story," today purchased for the Olympic decathlon champion.

May Reactivate Columbus Tent

COLUMBUS, O., June 16.—John Barcroft, former chief barker of Columbus Variety Tent No. 2, was named chairman of a reorganization committee for the club, which has been inactive for several years. Theatremen, radio, television and newspaper representatives have been invited to a dinner meeting Monday. Officers will be elected and a reactivation petition prepared. Charles Sugarman is a member of the reorganization committee.

Oregon Exhibitors Pick Acting Board

PORTLAND, Ore., June 15.—The following were elected temporary members of the board of the Oregon Theatre Owners of America at a meeting with national TOA officers: Al Forman, chairman; James Clark, secretary-treasurer; and Ray Grombacher, M. M. Mesher, Marvin Fox, Jesse Jones, Lee Corbin, Bill Graper, Jr., Thomas Moyer, John Matlock, Walter Tebbetts, Roy Brown, Russ Brown, Jack Lovett, Art Adamson, Leo Pallay, members. A June 23 meeting will attempt to make the temporary appointments permanent.

BMI Files Denial In Trust Suit

A general denial on all accounts has been filed by Broadcast Music, Inc., in the Southern New York District Court in reply to the $150,000,000 antitrust suit entered against it last fall by Song Writers of America, it was announced here yesterday by Meyer Shapiro of BMI.

Evans Joins WB

ALBANY, June 16.—James Evans, who was a member of Paramount's 25-Year Club and who served as head shipper here for many years, is now a booker for Warners. The Paramount shipping and inspection services were recently transferred to Clark Film Distributors, Inc., preparatory to the moving of the Paramount exchange downtown.

Tenn. House Burns

MEMPHIS, June 16.—Fire gutted the Savannah Theatre at Savannah, Tenn. About 100 patrons filed out quietly. None was hurt. The projectionist, J. W. Foster, was singed but not hospitalized. Firemen said the blaze started in the balcony and was believed to have been caused by defective wiring.

SPG to Elect

The general membership of the Screen Publicists Guild of New York will vote for union officers at a meeting on June 24 at the District 65 meeting hall. Listed on the SPG nominations are Harry Hockfeld for chairman, Hal Siegal for vice-chairman and Marty Blau for secretary.

M-G-M Preparing 'Cartoon Carnival'

William B. Zoellner, sales head for M-G-M shorts and newsreels, is supervising the production of a "Cartoon Carnival" which will be composed of varied cartoons and available for exhibition shortly, the film company has announced.

A special Technicolor trailer and a four-tone one-sheet has been prepared by the company for exhibitors to use in connection with the Carnival. Its various series of cartoons, consisting of "Tom, Jerry and Nibbles," "Spike and Tyke," "Barney Bear," "Lucky Ducky," and "Droopy" will be available for theatremen to select from.

Legion Calls One 'C,' Two 'B,' Eight 'A'

Of the 11 films reviewed by the National Legion of Decency for its current listing, one is placed in the Class C "Condemned" section, two in Class B and eight in Class A.

The Class C film is "Le Plaisir," while the two pictures in Class B are "Sabrina" and "Sins of Rome."

The eight features in Class A are divided equally into Section 1 and Section 2. In Section 2 are "Demetrius and the Gladiators," "The High and the Mighty," "Magnificent Obsession" and "On the Waterfront." The remaining four films, in Section 1, are "Aventures of Robinson Crusoe," "Chalienge the Wild," "The Diamond Wizard" and "Scotch on the Rock."

Withdraw $4,000,000 Hayworth Film Suit

HOLLYWOOD, June 16. — The $4,000,000 damage suit growing out of a dispute over distribution of the Rita Hayworth feature, "Champagne Safari," was withdrawn in California Superior Court, when the distributor, Defense Film Corp., is said to have received a stipulation from Beckwith Corp., Harry Cohn and other defendants stating that they will not interfere in any manner with future distribution of the film.

'Wife' Here Tomorrow

"Indiscretion of an American Wife," the first English-language film of producer-director Vittorio de Sica, starring Jennifer Jones and Montgomery Clift, will have its New York premiere at the Astor Theatre here tomorrow. Preceding the picture will be the special prologue, "Autumn in Rome," filmed to help create thematic mood for the feature.

Party for Miss Booth

Hal Wallis and Joseph Hazen will be hosts at a reception at the Harwyn Restaurant here in honor of Shirley Booth, following the premiere of her new Wallis Prod. film for Paramount release, "About Mrs. Leslie," at the Victoria Theatre June 27.

WB Clerk Wins Car

ATLANTA, June 16.—Mrs. Betty Ling, a clerk at the Warner Brothers' exchange here, was awarded a new convertible automobile for winning station WLW-A's slogan contest.

'Caine' Gets Plug At Army Hearings

WASHINGTON, June 16. — Senator Mundt, chairman of the investigating committee in the Army-McCarthy hearings, interrupted the questioning today to call the attention of the committee to a model of the destroyer used in filming "The Caine Mutiny" and inform the members that they were invited to a special screening of the picture. Senator McCarthy immediately called for a point of order and jovially asked the chairman if he had said "The Caine Mutiny" or "The Cohn Mutiny." Mundt clarified the point and the committee proceeded with its regular business. This is reported to be the first time in the well publicized proceedings that a commercial enterprise was mentioned.

Eight Films Start; 2 Others Completed

HOLLYWOOD, June 16. — Eight pictures were started and two others completed during the week ending June 13.

Starting: "Police Story" (A-A); "Fresh from Paris," Ohio Films Prod., Eastman color (Ind.); "Atomic Kid" (Rep.); "Americano," Robert Stillman Prod.; Technicolor (RKO); "Black Widow," CinemaScope, color (20th-Fox); "Abbott and Costello Meet the Keystone Cops" (U-I); "Track of the Cat," Betjac Prod., CinemaScope, WarnerColor (Warner); and "Tall Man Hiding" (Warner).

Ending: "Phffft"; "Athena", Technicolor (M-G-M).

63 Films Produced In Italy This Year

Eleven new films went before the cameras in Italy during May, bringing the production total to 63 for the first five months of 1954, according to Italian Films Export. Of these, 47 are Italian produced, 15 are co-productions of Italian and foreign companies and one is American.

Almost half of the 1954 product is in color with Ferraniacolor being used in 16, Technicolor in five, Eastmancolor in four and Gevacolor in two. "Helen of Troy," the single American production, is in Warnercolor and CinemaScope.

Disk Pact Could Net $20,000,000: Petrillo

MILWAUKEE, June 16. — The current five-year contract which the American Federation of Musicians holds with the recording and television industries could eventually put $20,000,000 into the union's Performance Trust Fund, it was stated here by James C. Petrillo, president of the AFM, addressing delegates to the convention of the federation. The Performance Trust Fund supplies the salaries to union members for free public concerts, thus creating work for unemployed musicians.

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The Exhibitors of The World
to Witness
A Demonstration of

THE ADVANCING TECHNIQUES of CINEMASCOPE



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THE ADVANCING TECHN



Demonstrations of **THE ADVANCING TECHNIQUES OF CINEMASCOPE** will be held in the principal cities of the world, so that the industry may see the result of our company's determination, as the pioneer of CinemaScope, to constantly improve this great medium so that it shall remain the undisputed leader in motion picture entertainment.

You will see, for the first time, the thrilling new range and flexibility and depth of field made possible by the newly-perfected designs of CinemaScope camera lenses.

You will see and hear a special subject devoted to "The Miracle of Stereophonic Sound," a graphic illustration of the operation of the 4-track, high-fidelity magnetic stereophonic sound system, providing a side-by-side comparison against ordinary 1-track optical sound.

You will see scenes from a number of forthcoming 20th Century-Fox CinemaScope productions which have been filmed with the new lenses, making evident the tremendous improvement achieved in the presentation of this great medium.

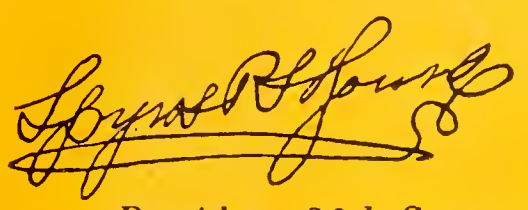
For the demonstratio

o see
QUES OF CINEMASCOPE

We are believers in theatre entertainment. We are convinced that neither television nor any other entertainment medium can equal motion pictures in theatres for diversity of theme, dramatic range and exciting production values, for viewing comfort and pure enjoyment.

We are dedicated to the single goal of bringing more and more people back into the theatres. To this end, we will forever continue to devote every resource at our command to create new and higher standards of motion picture production than our industry has ever known.

Be sure to see **THE ADVANCING TECHNIQUES OF CINEMASCOPE.** You need no other invitation than your own desire to give your patrons the finest entertainment in the history of our industry and your boxoffice its most prosperous era.



President, 20th Century-Fox

your exchange center, see next page...

see

THE ADVANCING TECHNIQUES OF CINEMASCOPE

in your

20th Century-Fox Exchange Center

CITY	THEATRE	DATE
NEW YORK	ROXY	June 22, 9 A.M.
LOS ANGELES	BOULEVARD	June 22, 2 P.M.
NEW HAVEN	POLI	June 23, 10 A.M.
ALBANY	PALACE	June 24, 10 A.M.
BOSTON	METROPOLITAN	June 25, 9:30 A.M.
PHILADELPHIA	FOX	June 28, 9 A.M.
ATLANTA	FOX	June 29, 10 A.M.
CHICAGO	STATE LAKE	June 29, 9 A.M.
PITTSBURGH	J. P. HARRIS	June 29, 10 A.M.
SAN FRANCISCO	FOX	June 29, 10 A.M.
MILWAUKEE	WISCONSIN	June 30, 10 A.M.
WASHINGTON	CAPITOL	June 30, 9:15 A.M.
INDIANAPOLIS	INDIANA	July 1, 10 A.M.
JACKSONVILLE	FLORIDA	July 1, 10 A.M.
PORTLAND, ORE.	ORIENTAL	July 1, 10 A.M.
CHARLOTTE	CAROLINA	July 2, 10:30 A.M.
CINCINNATI	ALBEE	July 2, 9:15 A.M.
MINNEAPOLIS	RADIO CITY	July 2, 9:30 A.M.
SEATTLE	FIFTH AVENUE	July 2, 10 A.M.
DETROIT	FOX	July 6, 10 A.M.
MEMPHIS	MALCO	July 6, 9:45 A.M.
NEW ORLEANS	SAENGER	July 6, 9:15 A.M.
OMAHA	ORPHEUM	July 6, 10 A.M.
SALT LAKE CITY	VILLA	July 6, 2 P.M.
CLEVELAND	HIPPODROME	July 7, 10 A.M.
DES MOINES	DES MOINES	July 7, 10 A.M.
DALLAS	PALACE	July 8, 10 A.M.
DENVER	CENTRE	July 8, 10 A.M.
OKLAHOMA CITY	CRITERION	July 8, 10 A.M.
BUFFALO	BUFFALO	July 9, 9:30 A.M.
KANSAS CITY	ORPHEUM	July 9, 2 P.M.
ST. LOUIS	ST. LOUIS	July 9, 1:30 P.M.

and watch for the dates in Canada!



be sure to attend!

Reade Blasts

(*Continued from page* 1)

and the distribution elements combined.

Referring to distribution as the "great octopi," Reade said that that branch of the industry had "grown fat" on the creative genius of MPIC personnel and "on our tremendous investments and showmanship." Asserting that distribution heads control the law of supply and demand, Reade said that they have adopted a policy of releasing fewer and fewer films at higher and higher rentals so that "our position today is precarious."

When distribution acts in the capacity of producer, Reade said, it "controls when pictures are to be released, how they are to be released and how many are to be released. It also stipulates exploitation procedures, advertising budgets, types of bookings and film rentals. Finally, it controls what you folks are to earn and when you are to earn it."

Claiming that the salaries of distribution heads are "excessive and disproportionate," Reade said that many of these people know little about production and less about running theatres, "yet they draw larger and larger salaries and have stronger and stronger retirement plans, while you and the motion picture theatre owners of this country are less secure than ever before."

Sees Salesmen Unnecessary

As for the need of salesmen, Reade said that he had not been sold a picture in a decade, rather "I have to plead to buy them." Shipping could be available elsewhere for a small portion of the cost allocated by distribution, Reade said, adding that print costs are deducted before profits and after distribution costs and that advertising and publicity also are deducted before profits.

Scoring the lack of activity in the major studios, Reade asked why this should be when there never has been a greater need for more and better films on the screens of America. "Why has it been necessary for many of you to turn to the production of low-budgeted, unimaginative television films?" He termed this a "devastating situation."

Reade said that he had been told by a "few bright, old men" that only so-called epic or million-dollar budget pictures are the basis for a substantial profit. This, he said, is not true.

"Here, in this very room, is creative talent," he said, in asserting that individual groups could produce pictures and get them on the screen. Bankers and theatre owners, he said, are ready, willing and able to back groups for the appropriate talent, the proper story and the fresh approach. "Should we not work together on a cooperative basis to the end that we may build more security and a more prosperous industry?" he asked.

"Please understand," Reade stated, "that we of exhibition do not feel qualified to, nor do we presume to tell you, nor to advise you as to what films to make or how to make them. It is not our desire here this week to enter the field of production, but rather to encourage you and to tell you of the need and of the potential of films for which your talent, your background and your experience so eminently qualify you."

In conclusion, Reade said that the theatre manager knows that the goal of production and distribution must be a steady flow of good product for the proper operation of the country's theatres.

LOOK TO FILMACK FOR THE FINEST ANNOUNCEMENT TRAILERS
ALWAYS GOOD! ALWAYS ON TIME!
1327 S. Wabash - Chicago, Ill. 630 Ninth Ave. - New York, N. Y.

Britain Likes VistaVision

(*Continued from page* 1)

stinted in their praise of the system, particularly noting the absence of grain fuzziness at the edges of the 45-foot wide screen. Typical comments were to the effect that "This is the answer we've been waiting for" and "I've saved £50,000 this morning."

Ryder subsequently held a press conference at which, on being told a majority of the exhibitors here favor a 1.65 ratio, said VistaVision is entirely compatible to that. He praised the British-made Stableford screen highly, adding that it is now used in the Paramount studio.

Thereafter, he held a question and answer forum for exhibitors and technicians.

The forum concluded with one exhibitor from Australia telling the audience that he had been a Paramount customer since 1914 and "this is the greatest thing I've ever seen."

Balaban met with Rank and the latter's managing director, John Davis, at lunch today.

Compo Ad

(*Continued from page* 1)

guess that even the poorest movie ever made was enjoyed by about a hundred thousand people. And the best movie ever made was disliked by an equal number."

Films applauded by the critics, the ad points out, are often turned down by the public while those they do not like often become great favorites. The real test, it continues, are the comments of the people in the lobby as they leave the theatre, and these are the people that the motion picture industry aims to please.

"The really astonishing point," the ad says, "is that with a target as broad as all humanity, more movies are applauded than disliked. Our average is darn good." The proof is the fact that in spite of the pressure of competition from many forms of entertainment, free or otherwise, pictures continue to enlist a loyal, enthusiastic and massive audience.

UA Sales Drive

(*Continued from page* 1)

the United States and Canada competed in three groups of equal grossing potential in the anniversary drive that began on Nov. 15, and ended on May 15.

Runner-up to the Dallas branch in the first group was branch manager B. Adams' Atlanta exchange, while Harry Segal's Boston branch took third place. In the second group, second-prize money went to Charlotte exchange, headed by branch manager H. Keeter, with D. J. Edele's St. Louis exchange in third position. The New Haven branch, led by Irving Mendelson, was second in the third group, with third place taken by the Calgary branch under Robert Radis.

Additional results showed George Pabst's southern district taking first place, with Charles S. Chaplin's Canadian district second, among the company's seven districts.

Selznick

(*Continued from page* 1)

out that SRO president Frank I. Davis, Jr., and Budd Rogers will have his extensive reissue plans in hand.

Concerning "War and Peace," Selznick said, a "large percentage of critics the world over regard it as the greatest novel ever written. Its sale has reached literally millions of copies; interest in it has never diminished; new editions appear regularly."

Selznick said the subject is "ideal for one of the new large-screen processes," but he has not decided which one to use. He said he is considering an offer from a major company for "association on it," but it is possible he may make it on his own, deferring distribution plans until it is finished and "until we can see the future course of a business that is rapidly changing."

Tax Hearings

(*Continued from page* 1)

International president, IATSE; Harry Brandt, president, Independent Theatre Owners Association of New York; and Adolph Zukor, chairman of the board, Paramount Pictures. In addition to the speakers, more than 50 local exhibitors and union executives will be present.

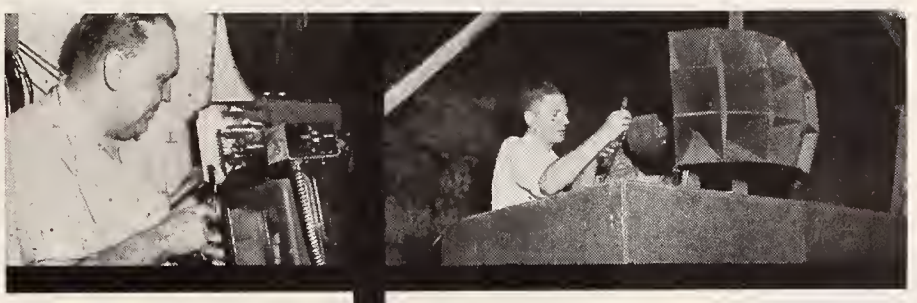
In line with the industry's arguments against the tax, "The New York Times" yesterday commented editorially, in part, as follows: "Governor Dewey's limited intervention in the city's tax plans, through an order initiating a state study of the proposed five per cent levy on amusements, constitutes an additional warning that Mayor Wagner might well heed before he signs the tax law.

"It also raises the question whether the tax will long survive as state-approved. Although it seems unlikely that any repeal of authorization would be made effective before July 1, the city should not be choosing any tax, or setting up collection machinery for it, on such short-range basis."

20th's Bavetta Retiring

J. Carlo Bavetta, a veteran of 30 years continuous service with 20th Century-Fox, is retiring as director of the company's Brazilian organization, it was disclosed here yesterday by Murray Silverstone, 20th-Fox foreign head.

Karl Knust, who for the past four years has been manager of the 20th-Fox branch in The Netherlands, will succeed Bavetta in Brazil.



MEN AT WORK





Altec service men . . . 200 skilled, sound-wise field engineers . . . Altec-trained technicians equipped with Altec-designed precision tools and instruments . . . at work in theatres from coast to coast . . . installing stereophonic systems . . . servicing . . . repairing . . . replacing . . . counseling exhibitors . . . solving difficult problems . . . assuring perfect performance day in and day out . . . for 6,000 Altec-serviced theatres!

You can put an Altec service man to work for you tomorrow. Let us show you how . . . today!

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161 Sixth Avenue, New York 13, N.Y.

"COVERED WAGON"...

"STAGECOACH"...

"CIMARRON"...

"RED RIVER"...

"SHANE"...

"HONDO"...

THEY DON'T COME ANY BIGGER THAN

"SOUTHWEST PASSAGE"



in **COLOR** by pathecolor

"SOUTHWEST PASSAGE" Starring **ROD CAMERON · JOANNE DRU · JOHN IRELAND**

with JOHN DEHNER · GUINN (BIG BOY) WILLIAMS

Directed by RAY NAZARRO · Screenplay by Harry Essex and Geoffrey Homes · Story by Harry Essex

An EDWARD SMALL Presentation

35TH ANNIVERSARY 1919 UA 1954

QUALITY PICTURES UA IN QUANTITY

BOOK IT NOW!

Available in 2-D and Natural Vision 3-D... early dates indicate it's BIG in both!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 117 NEW YORK, U.S.A., FRIDAY, JUNE 18, 1954 TEN CENTS

For Brotherhood

Film Industry JDA '54 Goal Set at $75,000

Total 15% Higher Than Last Year, Says German

The industry will join with the American Jewish Committee and the Anti-Defamation League of B'nai B'rith in an all-out effort to combat bigotry and discrimination by raising $75,000, William J. German, chairman of the drive in behalf of the Joint Defense Appeal, announced here yesterday.



W. J. German

The JDA, fund-raising agency for the ADC and ADL, is seeking to raise $5,000,000 during the 1954 drive, German stated. "The film industry goal of $75,000 is

(*Continued on page 3*)

RKO Radio Holding Chicago, N.O. Meets

RKO Radio will hold regional sales meetings in New Orleans on Monday and Tuesday and in Chicago on Thursday and Friday, it was announced by Charles Boasberg, general sales manager for RKO, who will preside at the meetings. James R. Grainger, president of RKO Radio, will address both conferences.

The New Orleans meeting, to be held at the Jung Hotel, will be at-

(*Continued on page 3*)

Trust Suit Filed Day After Theatre Opens

PHILADELPHIA, June 17.—The new Towne Theatre in Levittown, which opened yesterday, filed an anti-trust action today in U.S. District Court, charging that the major companies have extended clearance areas unreasonably to cover communities that are not in substantial competition with Philadelphia or Trenton theatres. The Towne is approximately 30 miles from downtown Philadelphia and 10 miles from downtown Trenton.

The suit is asking that the Towne

(*Continued on page 6*)

Studios Offer Films To USIA at Cost

WASHINGTON, June 17.—Theodore C. Streibert, director of the U.S. Information Agency, said Hollywood producers had offered to make films for the Government's Overseas Information Program on a non-profit basis.

Streibert made the statement during a question-and-answer period following a speech to the National Press Club, describing his recent trip through Asia.

The Government official praised the aid given the film program by the private film industry. He said he felt the Hollywood motion picture industry had done a great deal of good over the years and that the pictures they had distributed overseas had been in most cases of great benefit to the program and to the country.

Producers have assured him of their utmost cooperation, he continued. He said they had offered to make films for the program on a strictly cost basis, contributing any overhead. He did not indicate whether he had any plans for taking the companies up on this offer.

O'Donnell Receives P.G. Tom-Tom Award

HOLLYWOOD, June 17.—The Publicists Guild today presented its annual Tom-Tom Award to Robert J. O'Donnell, general manager of the Interstate Circuit, at a luncheon in the Hollywood Roosevelt Hotel attended by upward of 300 members, guests and studio executives. Frank Whitbeck, last year's award recipient, Theatre Owners of America president Walter Reade, Jr., Jerry Wald, Robert Fellows, Jack Webb and Dorothy

(*Continued on page 6*)

Last-Ditch Opposition

N.Y.C. Tax Yield at Issue In Final Hearing Today

The question of the probable yield from motion picture theatre admissions of the proposed New York City five per cent tax will take the spotlight at this morning's open hearing before Mayor Wagner at City Hall.

The hearing, last in a series of three for local exhibitors and union executives fighting imposition of the tax here, will begin at 10:30 A.M., in the Board of Estimate room of City Hall. The hearing is open to the public and no time limit has been imposed upon it.

Presenting industry statistics which challenge those of City Budget Director Beame, will be Harold Newman, vice-president, Century Circuit. Beame is expected to be on hand to defend his estimates.

In open hearings earlier before the City Council and the Board of Estimate exhibitors argued the maximum yield from the proposed tax would run to about $3,500,000, not over $5,000,000 as city experts said. The $5,000,000 and-over-mark is a revised city estimate from its original figure of $9,000,000. The city has placed the total yield of the tax, from all amusements, at $17,500,000.

Another major point of argument exhibitors and union leaders will present to Mayor Wagner will emphasize

(*Continued on page 6*)

More Production by Independents Main TOA Board Topic

Stimulation of the production of "more and better pictures by independent producers" is, and shall continue to be, the principal objective of the board of directors of the Theatre Owners of America in its three-day session at the Beverly Hills Hotel here, it was declared today at the close of the day-long session by Walter Reade, Jr., president of the TOA, and by Myron Blank. Reade spoke during the morning and Blank in the afternoon.

There has been no contact with the major studios regarding the product shortage, it was stated, and none is anticipated, but it was pointed out that the independent production field is being thoroughly canvassed. There have been no final decisions with regard to a policy on exhibitor investment in production, but it is considered probable that some formula for such investment will be worked out by the industry in the future.

This morning's session was addressed by Irving Levin and Harry Mandell, of Filmakers, Inc. They reported on their company's progress in

(*Continued on page 2*)

8 Percentage Suits Filed in Philadelphia

PHILADELPHIA, June 17.—Eight percentage actions were filed in the Federal court here yesterday. The actions by Paramount, Loew's, 20th Century-Fox, Warner Brothers, RKO, United Artists, Universal and Columbia named I. Edward Kapner, Sidney A. Kapner, Howard B. Solomon, Ida Kapner and Esther Cohen. The theatre involved is the Park Theatre in Philadelphia.

Schnader, Harrison, Segal & Lewis represent Paramount, Loew's, Twentieth Century-Fox, RKO, United Artists, Universal and Columbia, with Warner Bros. represented by Wolf, Block, Schorr and Solis-Cohen. Sargoy & Stein appear as counsel for the distributors.

Made-in-Miss. Film Acquired by UA

"Jesse James' Women," color by Technicolor Western starring Peggie Castle, Jack Beutel, Don "Red" Barry and Lita Baron, will be distributed by United Artists, it was announced by vice-president William J. Heineman.

Filmed entirely on location in Mississippi, "Jesse James' Women"

(*Continued on page 6*)

Forum Speakers Say:

Divorcement Affects Code; Special Licenses Needed

ANN ARBOR, Mich., June 17.—Films which possess certain special characteristics indicating the need of special treatment in advertising and exhibition should have special conditions attached to the license which allow their presentation to the public, Hugh M. Flick, director of the Motion Picture Division of the New York State Education Department, stated here today.

Addressing the University of Michigan Law School 1954 Summer Institute, Flick said that "in a sense

(*Continued on page 3*)

ANN ARBOR, Mich., June 17.—The separation of theatres from the production-distribution organizations as required by Federal law has had a deep effect on the position of the Code and has succeeded in breaking the unity behind it, John A. Vizzard of the Hollywood Production Code Administration, stated here yesterday.

Speaking before the University of Michigan Law School 1954 Summer Institute, Vizzard said that "once the theatres were cut off, it was no longer possible to guarantee that the great

(*Continued on page 3*)

Personal Mention

WILLIAM WYLER, producer, left here by plane yesterday for Hollywood.

•

JOHN BALABAN, president of Balaban & Katz, Chicago, will be a luncheon guest at the White House on June 29.

•

KARL KNUST, formerly manager for 20th Century-Fox in The Netherlands, has arrived in New York enroute to Rio de Janeiro to take over his new duties as manager for the company in Brazil.

•

M. D. O'BRIEN, of the Loew's Theatres projection department, is recovering from a heart attack in South Nassau Communities Hospital, Oceanside, L. I.

•

EARL I. MCCLINTOCK, of the Paramount Pictures directorate, arrived here yesterday from London via B. O. A. C. Monarch.

•

HENRY GORDON, Paramount International special representative, will leave New York Sunday by plane for Havana and Panama.

•

RUSSELL W. WELLS, formerly with the Claughton Theatres, Florida, has been named manager of the Roxy Theatre, St. Petersburg.

•

P. T. DANA, Universal Pictures Eastern sales manager, is in Washington from New York.

•

WILLIAM RICHARDSON, president of Astor Pictures, Atlanta, has left there for a vacation in Florida.

•

WILLIAM GADDONI, M-G-M manager in Kansas City, has returned there from New York.

'Johnny Dark' Opens Strong in Toledo

"Johnny Dark," Universal-International's Technicolor production starring Tony Curtis, Piper Laurie and Don Taylor, which had its world premiere at the Rivoli Theatre in Toledo on Wednesday, opened to a gross of $1,987, topping "The Glenn Miller Story" and other U-I pictures to play the house during the past year, the company reported.

Ruth Hampton, who has a featured role in the film and who participated in the Toledo World Premiere activities, has moved on to Detroit to aid in the Michigan Theatre opening.

'U' Salesman Killed

DENVER, June 17. — William Lewis Cahill, 33, a salesman for Universal, covering Colorado, was killed in a car accident at Lupton, Ariz. Carrie Mauke, 33, Denver, was driving at the time, and she died soon after the accident. Cahill's funeral and burial are to be in Los Angeles, where his parents reside.

UA to Distribute Rizzoli's 'Borgia'

United Artists has acquired from Rizzoli Films the distribution rights to "Lucrezia Borgia" for Great Britain, South Africa, Australia and New Zealand.

Petrillo, All Officers Reelected by AFM

MILWAUKEE, June 17.—James C. Petrillo, president of the American Federation of Musicians, was reelected to that post, as were all other officers of the AFM, at the annual convention of the federation now in progress here. Also reelected were: Charles L. Bagley, Los Angeles, vice-president; Leo Cluesman, Newark, N. J., secretary; Harry J. Steeper, Teaneck, N. J., treasurer; also the following members of the executive committee: Stanley Ballard, Minneapolis; Herman D. Kenin, Portland, Ore.; George V. Clancy, Detroit; William J. Harris, Dallas, and Walter M. Murdoch, Toronto.

A meeting of the executive board will be held in Chicago next Monday and Tuesday.

'Scope Exhibit Reel Has 6 Film-Excerpts

Scenes from six upcoming films photographed with CinemaScope's newly-perfected camera lenses will be shown in "The Advancing Techniques of CinemaScope," film subject being demonstrated by 20th Century-Fox Tuesday morning here at the Roxy Theatre, and at the Boulevard Theatre, Los Angeles. The films from which excerpts have been chosen are "The Egyptian," "Broken Lance," "A Woman's World," "Untamed," "There's No Business Like Show Business" and "Garden of Evil."

The demonstration scheduled for June 24 at the Palace Theatre, Albany, has been transferred to the Rialto Theatre, Amsterdam, N. Y. The showing will be the same day, at 11 a.m.

N. Y. Theatre Files Anti-Trust Action

Asking $324,000 damages, the New Dyckman Theatre Corp., operating the New Dyckman Theatre in Upper Manhattan, yesterday filed an anti-trust action against RKO Radio, RKO Theatres, Warner Brothers, 20th Century-Fox and Universal. Inability to obtain first run product on the RKO split is charged.

The plaintiffs claim that after acquiring a long-term lease on the house last July, they redecorated the theatres and opened for business in October. However, when they applied for first neighborhood runs, they were refused, according to the complaint.

'Wait' Here July 2

"The Long Wait," will have its New York premiere at the Criterion Theatre here on July 2. The opening previously had been announced for June 25.

TOA Board

(Continued from page 1)

developing its own system of distribution.

At the afternoon session Hal Makelim explained his production plan to the TOA directors and made it clear that participation in the plan is open to any and all exhibitors regardless of organizational affiliation.

Schwartz to Speak Today

Tomorrow morning, Fred Schwartz, president of the Century Theatres circuit of New York, and himself a substantial investor in "Long John Silver," will outline to the directors his financing operation, in which several other exhibitors are his partners. Schwartz has scheduled a press conference for Monday morning, and there is local speculation as to whether an expansion of his operations, possibly with TOA encouragement or support, is imminent.

The directors today also discussed the possibility of obtaining a reduction in fire insurance rates due to the use of safety film, and agreed that this problem should be dealt with on a regional basis.

V.C. Heart Reports To Be Offered Public

HOLLYWOOD, June 17.—Variety Clubs International chief barker George Hoover and first assistant John H. Rowley, here for conferences with lifetime big chief barker Charles P. Skouras, who has been named executive director of the 1955 V. V. convention here, May 4 through May 7, disclosed that the public will be admitted, for the first time, to hear the heart reports from the various tents, and that broadcasts and telecasts of these sessions will be offered networks for use by them as public-interest subjects.

W. H. Lollier and Ezra Stern were named as a committee in charge of arrangements for the broadcasts of the proceedings.

Hoover and Rowley will leave tomorrow for Salt Lake City.

Harold Young Returns

Harold Young, former director for Burt Balaban's Princess Pictures in Europe is back in New York after completing a directorial assignment for a series of theatrical and TV films. Young was production supervisor for Paramount in Paris and also director of several pictures for Alexander Korda, including "The Scarlet Pimpernal." Young will leave the end of this month for Bermuda to shoot a television picture for Robert Mann Productions.

Irving Berlin Medal

WASHINGTON, June 17.—The Senate Banking and Currency Committee today reported out a bill which would authorize the President to present a gold medal to composer Irving Berlin.

The committee proposed spending $1,500 on the medal, to be presented to Berlin for his services in composing patriotic songs—particularly "God Bless America."

Nationwide Previews For CinemaScope 'Queen' Are Slated

The domestic series of exhibitor sneak previews of "The Royal Tour of Queen Elizabeth and Philip" in CinemaScope will start today in Chicago with a special performance of the full-length feature at the Oriental Theatre.

On Monday the film will be previewed at the Lakeview, New Orleans; the Palace, Washington; the Poli, New Haven, and the Wilshire, Los Angeles. On Tuesday it will be seen at the Plaza, Kansas City; 5th Avenue, Seattle; Coolidge Corner, Boston; Keith, Cincinnati; St. Louis, St. Louis; Orpheum, Portland; Fox, San Francisco; Malco, Memphis; Madison, Albany, N. Y.; Fox, Detroit; Midtown, Philadelphia, and Uptown, Minneapolis.

Showings are scheduled for Wednesday in Des Moines, Indianapolis, Salt Lake City and Charlotte, while on the following day the film will be seen in Jacksonville, Dallas, Omaha, Cleveland, Buffalo and Pittsburgh.

Milwaukee will see the picture on June 25 and Atlanta on July 1.

Fall Meeting in K.C. Planned by K-MPTO

KANSAS CITY, June 17.—The board of directors of the Kansas-Missouri Theatre Association, meeting here Wednesday, set in motion plans for the fall convention. It will be held in Kansas City, in late September or early October, the specific date not yet certain. This will be the annual meeting, with election of officers.

Cinerama Party

Louis de Rochemont, producer of "Cinerama Holiday," second production in that medium, and Si Fabian, president of Stanley Warner Theatres, will be hosts at a party to celebrate completion of the picture on Tuesday at the Rockefeller Center Luncheon Club. Guests will include John and Betty Marsh of Kansas City and Fred and Beatrice Troller of Zurich, Switzerland, on whose stories the picture is based.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE STUDENT PRINCE"
In CinemaScope starring
Ann BLYTH • Edmund PURDOM
and the Singing Voice of MARIO LANZA
Color by ANSCO An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

"THEM!"
STARRING
JAMES WHITMORE · EDMUND GWENN
JOAN WELDON · JAMES ARNESS
PARAMOUNT
TIMES SQUARE

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LICENSING, AND CODE, ARE DEFENDED

Certain Films Special Cases, Flick Insists

(*Continued from page* 1)

this is called a classification of films and a labelling of categories which under a contract system or special provision, each problem motion picture would be subject to its own particular set of conditions."

Each problem film would have a tailor-made solution and the system would be fluid enough to allow consideration of special circumstances and conditions, he said. "The exhibition of certain clinical type films might provide for the attendance of a competent representative of the State Health Department to answer questions and prevent the dissemination of harmful information or have pictures dealing with the use of narcotics brought to the concern of the Federal agency which specializes in this," Flick said.

The success of a system of regulation of areas of conduct must rely greatly on the ability of the personnel engaged in administration of the provisions of the governing statute, he said. "The task is too important and delicate not to receive the most careful consideration," he stated.

In his talk on "Control and Regulation of Motion Pictures," Flick cited the four types of film censorship now in effect: punitive or post-censorship —the control by police action under authority of penal law after the fact of public exhibition; preventive or pre-censorship—the examination and licensing prior to public release; self-censorship—the attempt to control all releases of the industry in accordance with a pre-determined code of particular activities, and to regulate usually at the point of production through the application of a code formulated by the industry itself; pressure group censorship—the control by vigilance committees in special areas of interest.

"It is claimed by some extremists that there should be no restrictions whatsoever and they cite the example of the free press," Flick stated. "What they forget is that the press is already restricted and that abuses may be controlled," he said. The film censor pointed out that these same controls apply to motion pictures, but each medium of communication requires its own special controls to meet its own problems.

Recounting the trials and tribulations of motion pictures and how censorship took place, Flick said the motion pictures should not be considered by themselves, but rather as a part of the diet of communication. Flick compared motion pictures to comic books in stressing the point that there is no proof that films cause juvenile delinquency.

Flick, in his speech, said that the industry is dependent upon public approval of its films. "Dissatisfaction might result in the loss of even a portion of a film's audience and it is simply good business to regulate even though it illustrates both a strength and a weakness of self-censorship," he said.

'Responsiveness' Cited

"On the positive side of the ledger is to be found a responsiveness to the desires of the citizens of the community, state and nation, while the weakness lies in the question: to whom do you listen in order to determine public opinion—the group that shouts the loudest, the group that presents the most cogent arguments, complaining pressure groups, complaining artist or author?"

The Motion Picture Association claims that a very high percentage of U. S. screen time is monopolized by films which have the seal of approval of the Code Administration, Flick stated, but the fact remains that there is a steadily increasing flow of films which do not carry a seal. "The largest percentage of these uncoded films are made outside this country, but the most offensive ones are made by independent producers in the U. S.," he said.

This group consists largely of the "girly shows" and borderline subjects, he said, and are seldom presented to the Code Administration for consideration. "Without government control these films would be free to prey on the more susceptible elements of the community," Flick said. The New York film head presented figures at this point saying that last year 45 per cent of films processed did not carry a seal even though 1,379 films were reviewed.

The divorcement of the control of theatres by the producing companies, and the abandonment of the economic coercion to free compliance to the provisions of the Code have gone a long way to weaken the "voluntary" compliance, Flick said. "This does not mean that the Code Administration has not made a tremendous contribution for the better production of motion pictures. It does mean that pressure groups and vigilantees are not enough," he said.

Describes N. Y. Board

The official censor must in theory be not only less susceptible to the force of vigilantee action than the self-censor but more judicious and more representative of an entire community, Flick said. "The New York Censor Board consequently is composed of members who have front-line experience in education, social work, in all the communications media, and in the motion picture industry itself. They contribute at a high professional level and their objectivity of decision is further guaranteed by a measure of security," he said.

The decisions of any governmental licensing body are subject to review by higher echelons and every safeguard is established to prevent arbitrary or capricious determinations, he said. "Self-censorship as it is now performed lacks this essential element," Flick said.

JDA Goal

(*Continued from page* 1)

15 per cent higher than that of last year," he said.

Chairman of the industry-wide drive for the second straight year, German noted that the motion picture industry has long striven to make the U. S. a better place in which to live and declared, "We have been foremost in helping better relations among and fighting for equal opportunity for people of all faiths."

German, speaking to the trade press at the Hotel Astor, said that the industry can feel proud to associate itself with the AJC-ADL program to:

¶ Advance constructive and enduring relations among Protestant, Catholic and Jew.

¶ Alert Americans of all faiths to the Communistic threat to life, liberty and security.

¶ Educate the public through mass media to the fact that prejudice is un-American.

¶ Unmask the professional bigots and hatemongers, the demagogues who prey on the fears of the uninformed . . . exposing anti- and un-American propaganda.

¶ Mobilize public opinion to achieve equal opportunity in employment, abolish discrimination in housing, resorts, public accommodations . . . eliminate the quota systems in colleges and universities.

Irving M. Engel, ADC president, said that the aim of JDA is to bring about "the dream of our forefathers—equal rights for all men." He also praised the recent Supreme Court decision concerning segregation in schools.

RKO

(*Continued from page* 1)

tended by Edward L. Walton, executive assistant to the president; Nat Levy, Eastern-Southern division sales manager; Harry Gittleson, executive assistant to Boasberg, and Frank Dervin. assistant to Walton.

David Prince, Southeastern district manager, and Ben Y. Cammack, Southwestern district manager, will be present with their respective southern office managers: I. P. Stone, Atlanta; R. F. Branon, Charlotte; J. R. Lamantia, New Orleans; R. C. Price, Jacksonville; S. M. Sachs, Dallas; R. V. Reagin, Memphis, and R. V. Williams, Oklahoma City.

All to Attend Chicago Meet

The Chicago conference, at the Blackstone Hotel, will be attended by the same office executives with the exception of Levy, and the addition of Sidney Kramer, short subjects sales manager. H. H. Greenblatt, Central Division sales manager; M. E. Lefko, Eastern Central district manager, and A. L. Kolitz, Rocky Mountain District manager, also will be at the meetings with the following managers from Central and Western division offices: Sam Gorelick, Chicago; L. Elman, Milwaukee; C. J. Dressell, Minneapolis; R. V. Nolan, St. Louis; M. Westebbe, Albany; J. G. Chinell, Buffalo; L. W. Krause, Cincinnati; J. Bernstein, Cleveland; O. N. Ebert, Jr., Detroit; R. L. Brentlinger, Indianapolis; J. W. Lewis, Kansas City; D. H. Conley, Des Moines and M. M. Rosenblatt, Omaha.

Discussions at both RKO regional meetings will concern general sales problems and plans for future product.

Vizzard Says Divorcement Hurt the PCA

(*Continued from page* 1)

theatre chains controlled by studios would refuse to play films not bearing a Code seal."

The breach was widened by three decisions of the Supreme Court involving the censorship of films, Vizzard said. These were verdicts involving imported films, "La Ronde," "The Miracle," and the domestically produced "M" and these decisions, the Code executive said, helped stimulate an atmosphere in which all restraints on the contents of pictures fell into a state of shadow.

"The question of the continuance of the Code was brought to issue by the release, in defiance of the system of self-regulation, of two motion pictures, 'The Moon Is Blue' and 'The French Line,' not bearing the Code's seal of approval," Vizzard asserted. Instead of offording an escape hatch for any of the company presidents who wished to bail out of the Code system, it united the chief executives and confirmed their feelings on their own instrument, he said.

The bulk of Code operation is devoted to an examination of material at the pre-production level, Vizzard said. Operative for nearly a quarter of a century, the Code has issued in excess of 17,000 certificates on entertainment films of all kinds with the sole exception of the newsreel, he said. The nine-man staff of the Code Administration is financed by a system of fees, graduated on a sliding scale, for each film serviced, Vizzard added.

"Provision is made for any producer, independent or a full member-company of the Motion Picture Association, to appeal any Code authority decision to the MPAA board of directors, in any case in which he thinks there may have been a discrimination, or capriciousness, or simple error," Vizzard said. During 1953, he stated 1,838 letters were written on 1,959 pieces of material.

The business of self-regulation is serious and complex, he said. A vast network of state and municipal censor boards in the U. S., as well as in foreign countries, argue powerfully that it is the right of the state to protect itself from the encroachment of the corrupt idea, Vizzard said.

All in all, Vizzard concluded, the system of official state censorship, as leveled against the responsible makers of entertainment motion pirtures, is a little short of punishment. "Whatever be the arguments regarding the legality of censor boards, or whatever be the considerations, either in principle or in practice, pro or con, with reference to their continued operation, it seems downright unfair to make the industry carry the freight for irresponsibility outside its orbit."

HERE'S THE BOX-OFFICE "FRANCIS" FIR











THEY'RE IN THE *Ladies'* ARMY NOW!

Since the top sergeant started kissing Donald ...maneuvers have never been so much fun!





STARRING

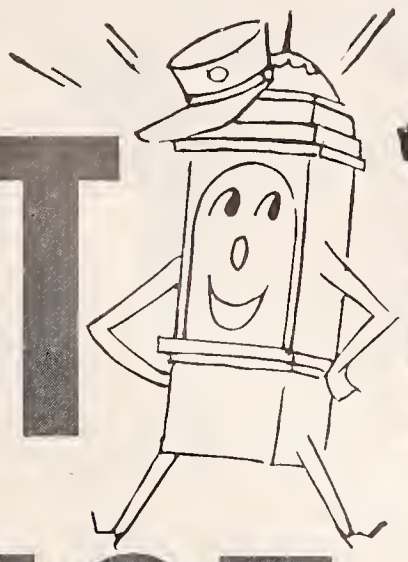
DONALD O'CONNOR · JULIA ADAMS · CHILL WI

LYNN BARI · ZASU PITTS with Allison Hayes

Directed by ARTHUR LUBIN · Screenplay by Devery Freeman and James B. Allardice · Story by Herbert Baker · Based

HAPPIEST FUN SINCE ST TALKED!











Francis JOINS THE Wacs





.LS · MAMIE Van DOREN · Mara Corday · Karen Kadler and Francis The Talking Mule

Universal International

n the character "Francis" created by David Stern · Produced by TED RICHMOND · A UNIVERSAL-INTERNATIONAL PICTURE

Tax Yield Issue In Last Hearing

(Continued from page 1)

that the tax will force 83 of the city's 430 houses to close. At previous hearings, exhibitors named 144 theatres which have shut their doors throughout the city in the past four years.

Signature Expected

City Hall observers predict that, barring a complete reversal of form, Wagner will sign the bill into law soon after today's public hearing. The tax will go into effect July 1, once it is signed.

In Albany, meanwhile, the Temporary State Commission on the Fiscal Affairs of State Government, at the direction of Gov. Dewey, is investigating "the wisdom and practicality of the tax," as well as its yield. The commission said earlier this week it hoped to turn in a report "within a week or so."

The state action came after a last-minute request for aid on the part of the Emergency Management and Labor Committee, comprised of local exhibitors and union heads fighting the tax.

Newspapers Oppose Levy

Meanwhile, several New York City newspapers yesterday fired a final editorial blast at Mayor Wagner and the tax on the eve of today's public hearing.

The "New York World-Telegram and Sun" said: "Tomorrow Mayor Wagner will go through the motions of holding a public hearing on the five per cent amusement tax bill. He may make a political speech for the edification of the entertainment industry spokesmen gathered in opposition."

"We have fought this tax down the line as discriminatory and unnecessary," the "Telegram" said. "It could have been avoided by cleansing municipal payrolls of political hacks and streamlining administrative procedures."

'Obnoxious,' Say J. A.

The "New York Journal American," in last night's editorial, commented: "All taxes are obnoxious, but the impending five per cent amusement tax seems to us to be unusually bad.

"And stay with us now—this thing may bite your pocketbook hard and hurt our city deeply."

Commenting on the total of 163 houses which have closed in New York City since 1948, the "Journal American" continued: "Movie industry spokesmen predict that the proposed five per cent amusement tax will cause the closing of 83 more, costing the jobs of thousands and causing further dimming of Times Square, tourist center of the world.

"We hope this will not happen—that politics can be forgotten and a fair solution of the tax problem found."

Urges 'Soul-Searching'

"The New York Daily Mirror," in a morning editorial yesterday said: "There also is reason to doubt the wisdom of the destructive and discriminatory amusement tax. Mayor Wagner, who doesn't like the tax, blames it on Dewey, and contends he has no other alternative. We hope he will search his soul before signing the bill that may wipe out more than it gains."

"The Daily News" commented: "It's true that the city needs additional revenues for merited employe pay increases. But if the amusement tax will raise only trifling sums while dealing a body blow to a valuable and valued industry, then obviously it shouldn't be imposed, and the Legislature should wipe out the permission granted in '47.

"The Legislature can do this at its next regular session beginning in January, or at a special session if the Governor calls one sooner. Whether such repeal is desirable is the question before the state temporary commission."

Philadelphia Suit

(Continued from page 1)

be permitted to license product on national release and that the defendants be enjoined from maintaining runs and clearances in favor of the larger city houses. The plaintiff alleges that the defendants have granted it 28 days after Philadelphia and that Universal has indicated that it "might" be willing to license pictures to the Towne immediately after first-run Trenton if Warner Brothers would agree.

New Tennessee Drive-in

CHATTANOOGA, Tenn., June 17.—Arthur DuPre, Hickory Valley Road, has secured a permit for the construction of a drive-in theatre at Vance and Shepherd streets.

O'Donnell

(Continued from page 1)

Lamour were the principal guest speakers in the day's program that opened with retiring president Walter Compton yielding the gavel to incoming president Nat James and continued with Guild secretary Stanley Margolies as master of ceremonies.

The scroll was presented O'Donnell "in recognition of his long and distinguished service in behalf of the picture industry."

In his acceptance remarks, which ranged from Texas humour to complete earnestness, O'Donnell said in part, "nothing—nothing that television or anything else can put on the screen—can compare with what we can. We are going to have a great summer. I defy television to do what we can do in the entertainment field on our wide screens."

To the guild's presentation speech and other talks lauding his record he said, concluding his remarks, "I wish I were as worthy as you say I am."

The ceremonies closed on a light note when Francis, the talking mule, voiced by unseen Chill Wills, roamed through the dining room talking about Texas to O'Donnell.

Made-in Miss. Film

(Continued from page 1)

was produced by Panorama Pictures, Inc., a stock corporation formed by Mississippi theatre-owner A. L. Royal and business man Tom Garraway.

In addition to co-starring in the action drama, Don Barry served as producer and director.

PARAMOUNT TRADE SHOWS

Monday, June 21, 1954

• • •

DEAN MARTIN and JERRY LEWIS

in

"LIVING IT UP"

co-starring

JANET LEIGH

EDWARD ARNOLD

with Fred Clark • Sheree North

Color by TECHNICOLOR

Produced by PAUL JONES

Directed by NORMAN TAUROG

Screenplay by

JACK ROSE and MELVILLE SHAVELSON

From the Musical Comedy HAZEL FLAGG • Book by Ben Hecht • Music by Jule Styne • Lyrics by Bab Hilliard • Based on a Story by James Street

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	R.K.O. SCREENING ROOM, Atlanta	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2 P M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 Sauth Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 Sauth Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Staut Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	2 P.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Flarida Thea. Bldg.	2 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1802 Wyandatte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Secand Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 Narth Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 Sauth Liberty Street	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 1502 Davenpart Street	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 Narth 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Baulevard af Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Galden Gate Ave.	2 P.M.
SEATTLE	B. F. SHEARER COMPANY, (PROJ. ROOM) 2318 Secand Ave.	1 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N. W.	8 P.M.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 118 NEW YORK, U. S. A., MONDAY, JUNE 21, 1954 TEN CENTS

Study Present, Past

TOA Weighing Plans to Hypo Production

First National Exhibitor Assn. Idea Considered

HOLLYWOOD, June 20.—Weekend deliberations by the entire board of directors of Theatre Owners of America to consider recommendations submitted by a special committee appointed to weigh the several plans proposed for expanding the supply of product are expected to determine final TOA policy with respect to the stimulation of production.

The plans submitted to the directors during the three-day session of the board at the Beverly Hills Hotel here ranged from pre-production guaranteeing of playtime, as in the Makelim plan, to outright entry into the production field, as in the case of the First National Exhibitors Association of some 40 years ago.

The suggestion for action along the

(*Continued on page 2*)

US, France in 2-Year Pact

Agreement on a two-year Franco-American film pact, retroactive to July 1, 1953, was reached in Paris at the weekend, climaxing extended negotiations conducted by Eric Johnston, Motion Picture Association of America president, it was reported here by the MPAA office.

The first year of the new contract, which will expire on June 30, allowed 109 permits for MPAA member companies. It is indicated that France, for the second year, will consider giving up to 20 additional permits over the 109 already allowed.

The French government, the MPAA office said, has allowed six of eight permits that were under consideration during the 1952-53 negotiations, to be valid now.

U. S. film companies, under the new terms, will be allowed to remit $200,000 per month, an increase of $80,000 over which they had been taking out. The remittances are also retroactive to July 1, 1953.

In connection with the settlement over reserve funds which were set aside under the terms of the 1952-1953 agreement, the present deal pro-

(*Continued on page 6*)

'WAGNER TAX' IS SIGNED INTO LAW

20th-Fox July-Dec. Release Slate Upped To 28 Productions

Twentieth Century-Fox will release 10 top-budgeted CinemaScope productions and two standard films between July and December, bringing to 18 the number of CinemaScope and 10 the number of conventional films the company will offer this year, the company announced. All pictures in the 28-film line-up except one are in color.

The ten CinemaScope attractions for the July through December period include the newly scheduled "The Royal Tour of Queen Elizabeth and Philip," in Eastman color, to be released in July, and "Carmen Jones," in CinemaScope and Technicolor, now added to the October release roster.

"Black Widow," in CinemaScope and Technicolor, produced and directed by Nunnally Johnson, will be a November release; and "White Feather," a Leonard Goldstein Panoramic Production in CinemaScope, is set for December. The film is the last one under Panoramic's 10-picture contract with the company.

Standard films being released during the period are "The Gambler From Natchez," a Panoramic Production in Technicolor, a July release; and "The Raid," a Panoramic Production in Technicolor, an August release.

Previously announced CinemaScope

(*Continued on page 6*)

Takes Effect July 1; Mayor Hears 6-Hour Arguments, Then Signs

As expected, Mayor Wagner on Friday signed into law the New York City five per cent amusement tax after an all-day public hearing at which local exhibitors and union representatives vowed to continue their anti-tax fight.

The tax will become effective on July 1.

After the signing, Mayor Wagner reiterated his charges that Gov. Dewey's administration was to blame for the tax. Speaking of Dewey's recent rejection of a Wagner proposal to raise funds for the city in place of the amusement tax, Wagner told those witnessing the signing, "The governor, in typical fashion, has denied consideration to the city's needs."

At the public hearing Friday which lasted six hours, Democratic Congressman from Brooklyn and ITOA Counsel, Emanuel Celler, warned of Federal reprisals if Wagner signed into law the present municipal amusement tax.

Celler spoke of "grave discontentment in Congress," at what he called the city's "negating and flouting the will of Congress." He warned of "substantial reductions in Federal grants to

(*Continued on page 6*)

Hits Treatment Here

Half Rank's Grosses Come From Overseas, Davis Says

By PETER BURNUP

LONDON, June 20.—In a singularly outspoken article in the just published "Annual Review of British Industry" issued by the authoritative *Financial Times,* John Davis, managing-director of the J. Arthur Rank Organization, discloses that today no less than 50 per cent of the total producers' return to the Rank Group is secured from overseas.

That, says Davis, has not been achieved before in the history of the British industry.

Following a lengthy and detailed examination of the structure of the industry this side, Davis says:

"By reason of the limited domestic market, the capture of screen time throughout the world is vital to this country. For the first time in 25 years the British industry has challenged the American world film domination. The Rank Organization is the only British group which has established a world-wide distribution service.

"This challenge involves satisfying the tastes of a world public which has been brought up largely on American fare. The policy of the group

(*Continued on page 6*)

One-Track Magnetic System by Ampex

REDWOOD CITY,, Calif, June 20.—A single-track magnetic theater sound system selling for $1,625 has been developed by the Ampex Corp., according to Jim Mahon, who is in charge of the firm's theater equipment sales. The system is specifically built for those theater owners who desire to take advantage of the increase in fidelity achieved by changing from optically recorded sound to magnetically recorded sound and, yet, do not wish to invest in the equipment necessary for stereophonic sound, Mahon said.

Based on the Ampex Master stereophonic system, the new Ampex single-track system uses identical components

(*Continued on page 6*)

16 Clergymen Buy Space to Discourage Reade Theatre Patronage After 'Line' Ad

PERTH AMBOY, N. J., June 20.—The pastors of 16 Catholic parishes in this city and surrounding towns took paid advertising space in the "Perth Amboy Evening News" last week to urge their followers to "Accept the challenge" they felt had been issued by Walter Reade's Majestic Theatre here in advertising that "The French Line" was "condemned by the Legion of Decency and refused a Production Code seal!"

The Reade theatre ad, in four columns and 13 inches high, concluded: "But we say let our audience decide!" The ads carried large illustrations of Jane Russell in her dance sequence costume.

Several issues later, in an ad in the same newspaper in only slightly smaller space than Reade's ad occupied, the pastors said: "A reminder to all. Accept the challenge. Remember the Legion of Decency pledge. Uphold the moral code." Beneath it the pastors signed their names and gave the names of their 16 parishes.

The incident is the first that veteran showmen in this area can recall involving the purchase of newspaper advertising space by local clergymen to discourage patronage of a theatre.

Asked to comment on the Perth Amboy story, an official of Walter Reade Theatres said: "We ran those ads so we couldn't be accused of misrepresentation or withholding information concerning the picture."

Personal Mention

CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, is scheduled to return to New York from the Coast on Wednesday.

•

PINCUS SOBER, of the M-G-M legal department and a former National AAU and Olympic track and field champion, has again been named referee of the Army-Navy-Air Force-Marine championships to be held this month at Camp LeJeune, N. C.

•

SID BLUMENSTOCK, Paramount Pictures assistant national director of advertising-publicity, and DR. CHARLES R. DAILY, VistaVision technical expert, have returned here from Cincinnati.

•

B. C. WYLIE, production auditor with Allied Artists in Hollywood, became a grandfather last week when a son was born to MRS. WILLIAM J. WYLIE. Father of the baby is an assistant film editor.

•

DAN WALLACE, formerly secretary of the National Film Board of Canada, has been named chief secretary of Canada's Department of National Defense.

•

MARY MARQUET, secretary to SAM GARDNER, M-G-M branch manager in San Francisco, was married there to SAM CREIGHTON, commercial photographer.

•

VAL PARNELL, managing director of Moss Empire Theatres, Ltd., and MAC ARNOW, talent executive, have arrived in New York via B.O.A.C. Monarch.

•

ALICE PATRICIA GRAINGER, daughter of E. C. GRAINGER, theatre executive, left here yesterday by auto with three of her classmates for a six-week visit in Hollywood.

•

MAX MILLER, exploitation representative for United Artists, is the father of a son born to MRS. MILLER at Albert Einstein Medical Center, Philadelphia.

•

JACK ESSICK, of Modern Theatres, Cleveland, has left there with his family for a vacation on the New Jersey shore.

•

GWEN FERRUCCI, daughter of HELEN FERRUCCI, secretary in the Jack Shaindlin office, was married yesterday in Forest Hills to ARNOLD SCHWARTZ.

•

SIDNEY DENEAU, sales assistant at Paramount, left New York at the weekend for New Orleans.

•

ERICH VAN DYKE, manager of Loew's 83rd Street Theatre here, has retired, and will move to Florida.

•

KATHRYN GRIMES, formerly of Roy S. Durstine, Inc., has joined the New York staff of The Ettinger Co.

•

TED HARRIS, managing director of the State Theatre, Hartford, is in Miami from there with his family.

W. Germany Playing More German Films

WASHINGTON, June 20.—German films are cutting into the popularity of Hollywood films in West Germany, according to Commerce Department film chief Nathan D. Golden.

Golden said that screen time for U. S. films in West Germany fell from 42 per cent in the 1951-52 year to 37 per cent in the 1952-53 year. At the same time, German films were rising from 31 per cent in the 1951-52 year to 36 per cent in the 1952-53 year.

Distributors of U. S. films reported they had some difficulty in finding screen time in first-run theatres during the past year, Golden reported.

The Commerce report added that total receipts for U. S. films during the 1953 year were somewhat lower than during 1952, but that a rise in the value of the blocked mark gave U. S. firms a better opportunity to withdraw profits from West Germany.

Suit Settled Over 'About Face' Title

A suit over the title, "About Face," was discontinued and settled in New York Federal Court at the weekend. The action was brought against Warner Brothers, which released a picture of that title in 1952, by Favorite Film Corp., Favorite Film-International and Regal Television Corp., which acquired the rights to "About Face," released by United Artists in 1942.

The plaintiffs had charged that the release by Warners of a picture with the same title had injured the reissue and television sales. They had asked a total of $350,000 damages. Terms of the settlement were not revealed.

'Demetrius' Scores On Opening Dates

"Demetrius and the Gladiators," 20th Century-Fox's sequel to its first CinemaScope production, "The Robe," racked up a combined $25,000 total in 11 opening day situations, the film company reported.

The opening day earnings are said to be three per cent ahead of "How to Marry a Millionaire." "Demetrius" opened at the Metropolitan, Boston; Fox, San Francisco; Paramount, Seattle; Byrd and State, Richmond; Chinese, Los Angeles; Palace, Albany; Albee, Providence; Elmira, Elmira, N. Y.; Roxy, N. Y., and Des Moines in Des Moines.

'Dial' Opens on Coast

HOLLYWOOD, June 20.—Sparked by first night ceremonies attended by stars and local luminaries, "Dial M For Murder" opened strong at the Stanley Warner Beverly Hills Theatre over the weekend, it was reported by Warner Brothers.

'Willie' with 'Prairie'

When "The Vanishing Prairie," Walt Disney's second full feature-length True-Life Adventure, has its world premiere at the Fine Arts Theatre late this summer, it will be accompanied by a Disney short, "Willie, the Operatic Whale."

TOA Studies

(*Continued from page* 1)

lines of the former association was made on Friday by Charles P. Skouras, president of National Theatres and honorary chairman of the TOA directorate, in an address analyzing the causes of product shortages, present and past. He stressed the fact that he considered the method of the former association as "the best way to handle the present crisis."

Broidy Discusses 'Gamble'

Steve Broidy, president of Allied Artists, and his associates, Walter Mirisch and G. Ralph Branton, addressed the directors in the afternoon, Broidy telling them "the gamble in production is much greater than in exhibition. We can't preview a script the way you preview a picture. The solution of the present situation is at the exhibitor's end."

Broidy told the directors his company did not need, or want, their financing, but that it can go far toward increasing the product if the exhibitors will supply a sufficient number of playdates.

Robert L. Lippert, president of Lippert Pictures, and himself a circuit operator, told the directors that "the little picture" is approaching the end of its era, but that the good middle-bracket film is a sure-fire investment. He added that there are enough capable producers, writers and directors available in Hollywood to make 50 or 60 pictures in that category annually.

Schwartz Held in N. Y.

Fred Schwartz, Century Theatres circuit head, who was to address the TOA directors on his financing operation now in effect with the production of "Long John Silver," shooting in Australia, was unable to leave New York due to illness.

The Makelim plan, the first one submitted to the board at its meeting here, was being subscribed to by individual board members, it was learned, without their waiting for the outcome of the weekend deliberations.

Carroll to Distribute

Acquisition of both theatrical and non-theatrical distribution rights to the Lowell Thomas, Lowell Thomas Jr., film "Out of This World" was announced by Carroll L. Puciato, president of Carroll Pictures, Inc. Theodore R. Kupferman, vice-president of Cinerama Productions represented the producers in the transaction.

Selznick East Today

HOLLYWOOD, June 20. — David O. Selznick will leave here by plane tomorrow for New York, where he will confer on plans for "Light's Diamond Jubilee," television program which will be seen Oct. 24.

Sign Jane Wyman for 3

HOLLYWOOD, June 20. — Jane Wyman, who starred in "Magnificent Obsession," has been signed by Universal-International for three more pictures, it was disclosed here on Friday by Edward Muhl, vice-president of U-I.

Three Companies to Sponsor 'Disneyland' On ABC Network

Three commercial concerns will sponsor "Disneyland," the full-hour Walt Disney TV program which is scheduled to have its premiere over the American Broadcasting Co. network on Oct. 27. They are American Dairy Association, American Motors Corp. and Derby Foods, Inc.

American Motors will sponsor a half-hour of the program every Wednesday. The other half-hour of the full-hour program will be sponsored on alternate weeks by American Dairy and Derby Foods.

The advertising agencies representing the three clients are: Campbell-Mithun, Inc., for American Dairy; Geyer Advertising, Inc. for American Motors, and McCann-Erickson for Derby Foods, Inc.

American Motors sponsorship of the weekly half-hour of "Disneyland" will start with the premiere of the program on Oct. 27.

Derby Foods will be the first alternate week half-hour advertiser. American Dairy will sponsor the program for the first time on Nov. 3 and thereafter will continue to alternate half-hour sponsorship of the program with Derby Foods, Inc.

Al Lichtman Host at 'Scope Showings

Al Lichtman, 20th Century-Fox director of distribution, will welcome industry representatives tomorrow when the company demonstrates "The Advancing Techniques of CinemaScope" at the Roxy Theatre here.

The New York presentation of the hour-long film, narrated by 20th-Fox production head Darryl F. Zanuck, at 9 a.m. will be held simultaneously with the showing at the Boulevard Theatre in Los Angeles.

Following the East-West coast demonstrations, the film will be shown around the country in all exchange centers.

Start Pre-Release "Manhunt" Campaign

A large-scale pre-release national publicity campaign will get underway immediately for United Artists' "Operation Manhunt," which was completed recently in Canada, in a move to maintain a continuing flow of information about the picture right up to its scheduled release in the near future.

Primary object of the campaign is to provide newspaper, magazine, radio and television publicity during this current period when the film is in the cutting, editing and scoring stages.

Greenspan to MPIC

HOLLYWOOD, June 20. — Lou Greenspan has been appointed permanent executive secretary of the Motion Picture Industry Council, a post he has occupied for the last two months on a temporary basis. Greenspan succeeds Art Arthur, who has joined independent producer Ivan Tors as an associate.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Trust Law Change Hearings July 2

WASHINGTON, June 20.—A Senate Judiciary subcommittee has scheduled hearings July 2 on a House-passed bill to boost from $5,000 to $50,000 the maximum fine for anti-trust law violations.

Fight Film Exciting; Showings Under Way

Deliveries of the Marciano-Charles Championship fight film were completed throughout the United States and Canada over the weekend by United Artists. In New York, some of the RKO Theatres began showing the film on Friday evening, only 24 hours after the event.

The film, 19½ minutes in length, proved to be one of the most exciting fight reels in years. The selection of six stanzas was a good one since they clearly highlighted the battle. The photography is excellent, especially in the rousing final round when the camera succeeded in following the fighters all over the ring as the champion sensing victory, pummelled Charles with every thing he had. The damage inflicted in the free-swinging brawl was evident on both men. The commentary by Jimmy Powers is competent.

The International Boxing Club which promoted the event at Yankee Stadium disclosed that $543,092 was poured into the till by 47,585 fans. Theatre Network Television which handled the closed circuit TV announced that better than 200,000 people viewed the fight in 61 theatres in 45 cities, with the price of admission ranging between $3.30 and $5.00. A complete sellout was reported by theatres in Detroit, Pittsburgh, Milwaukee, Chicago, Baltimore, Binghamton, Minneapolis, Cincinnati, Dayton and Indianapolis. The closed circuit telecast will add about $180,000 to the IBC take.

F. S.

Col. to Distribute 2nd Frankovich Film

Columbia Pictures has concluded a deal with Mike Frankovich to release the producer's next film, tentatively titled "Interruption." The Technicolor film, which will star Maureen O'Hara and George Sanders under the direction of Arthur Lubin, goes before the cameras in London on Sept. 1. The "Film Locations, Ltd.," production, a mystery melodrama, is based on a story by W. W. Jacobs.

"Interruption" will be the second of Frankovich's productions to be released through Columbia. The first, "Fire Over Africa," a Technicolor Maureen O'Hara-Macdonald Carey starrer, is scheduled for an October release.

'Tanganyika' to Hub

"Tanganyika," Universal-International's Technicolor film starring Van Heflin, Ruth Roman and Howard Duff, which had its world premiere last week as an 11-theatre engagement in the Los Angeles territory, will be given a territorial saturation playoff in the Boston territory starting at the Pilgrim Theatre in Boston on Wednesday with more than 65 theatres participating.

Paramount Schedules Final Eight Meetings In Field This Week

The final eight meetings in Paramount Film Distributing Corp.'s three-week series of new-style local level sales conferences will be held today through Friday in Eastern, Western and Southern cities. The entire series comprises 27 meetings.

Three home office executive teams will conduct this week's conferences, the first two of which are set for today in Los Angeles and New Orleans.

Pending Releases Listed

Pending releases under discussion at the field meetings included "Living It Up," "Knock on Wood," "About Mrs. Leslie," "Rear Window," "Sabrina," "White Christmas" and "Three Ring Circus." The meetings also are aiming at the coordination of local merchandising with national campaigns to enable theatres in small towns to reap the benefits of national advertising and promotion as well as of the local campaigns. Moreover, discussions are centering around plans for surveying theatres with a view to gathering as much information as possible so that it may be disseminated among exhibitors to help guide them in the proper presentation of Vista-Vision.

Party for Drive-In

David Paige Associates will be host at a press party in the Preview Theatre here tomorrow to mark the opening of the Westbury Drive-In Theatre, Westbury, L. I., which they proclaim to be the "world's largest drive-in theatre."

Tax Relief Bill May Reach Senate Floor Latter Part of Week

WASHINGTON, June 20.—The Senate may begin consideration late this week of the technical tax relief bill.

The finance committee reported out the bill late Friday. Chairman Millikin (R., Colo.) said he couldn't guess how long the measure might be on the Senate floor.

As reported, the bill would continue the 52 per cent corporate tax rate through next March, permit firms to write off more quickly their investments in new equipment and buildings, require large firms to pay some of their income taxes currently, permit companies to carry losses back for tax purposes two years rather than one as at present permit firms to pay taxes on the basis of a 52 or 53-week year, set up clear rules for taxing partnerships, and other changes.

The finance committee version has no provision easing the tax treatment of overseas income.

Teitel Acquires Two For 3 Territories

CHICAGO, June 20.—Teitel Film Co. has taken over distribution of "The Pickwick Papers," British film, and "Ana-Ta-Han," Japanese production, in the Chicago, Milwaukee and Indianapolis exchange areas.

"Pickwick Papers" may hit a house record at the near-northside Carnegie theater where it starts a fourth week tomorrow. Gross for the first three weeks is estimated at $13,500. The film looks good for six weeks at the Carnegie.

Review

"The Royal Tour of Queen Elizabeth and Philip"

(20th Century-Fox)
(CinemaScope)

THE CinemaScope camera proves itself to be very much at ease in all parts of the world as it accompanies Britain's Queen and her consort on the 50,000-mile tour of the Empire they made during the past winter and spring. In fact, the panoramic camera views of mountainous country, beaches, broad vistas of sea with maneuvering escort vessels, and of cities spread out below elevated vantage points, often become the chief points of interest in this very interesting film. Excellent Eastman color enhances each scene.

The film record of the royal tour comprises a feature length film running a full 96 minutes. It covers every high spot of the extensive journey from the night departure of the couple from London by plane to the return aboard the royal yacht six months later. In between are excellent records of their arrival and welcome in such far-off places as the Fiji Islands, Tonga, New Zealand, Australia, the Cocos Islands, Ceylon, British Southwest Africa Uganda, Malta and Gibraltar.

Essentially, the film is a travelogue, with the added attraction of having the royal couple as traveling companions. However, the comportment and mien of the couple throughout is unfailingly regal, to the point, it might be said, that one waits almost hopefully for a miscue or a relenting that would establish some human attraction to bridge all the formality. There is one bond of sympathy established between the audience and the Queen and consort. It is clear how much endurance and self-discipline was required to face the ceremonies day after day for months in equatorial heat, in the midst of strange peoples, odd customs and fearsome menus, not to mention boresome speeches, from which considerate editing has spared the film audience.

It would appear to this reviewer that "The Royal Tour" must appeal for the most part, and in about equal measure, to those who patronized the Coronation films last year. If you lost any opportunities by not playing the latter, this is your chance to make up for it.

Sir Gordon Craig, managing director of British Movietone News, supervised the project, which was produced by Jack Ramsden with Paul Wyand as chief cameraman and Reginald Sutton as sound engineer. The London Symphony Orchestra provides an excellent score. Leslie Mitchell provides adequate narration.

Running time, 96 minutes. General classification. Release, in June.

SHERWIN KANE

'GWTW' Held In 7 Openings

All seven openings of "Gone With the Wind" are still active, Loew's Grand in Atlanta, and Loew's State on Broadway, here, being in their fourth weeks as grosses continue to hold up better than any of the previous runs except the first in 1939, the company reported. Loew's in Syracuse is now in its third week, having moved over from the State to the Strand. Third weeks also hold for the State, Houston and the Midland, Kansas City. In Providence, the picture is in its second week.

Ask Md. Candidates To See Censor Value

BALTIMORE, June 20.—Two Baltimore County candidates to the House of Delegates have received invitations from chairman Sydney R. Traub of Maryland State Board of Motion Picture Censors to come see for themselves the value of his labors.

Reason for the invitation is that the two candidates are quoted as seeing no reason for censorship of motion pictures in Maryland.

The two invited are Daniel Brewster, Democrat of Baltimore County who wants to be sent back to the House, and Mrs. Alice B. Hess, also Democrat who wants to be elected.

In extending the invitation, Traub told the two candidates that persons in high places at all levels of government are convinced that pre-regulation of films by the state is essential to public welfare, particularly with respect to juveniles.

As far as can be learned the invitations have not as yet been accepted.

Information Office For Industry Urged

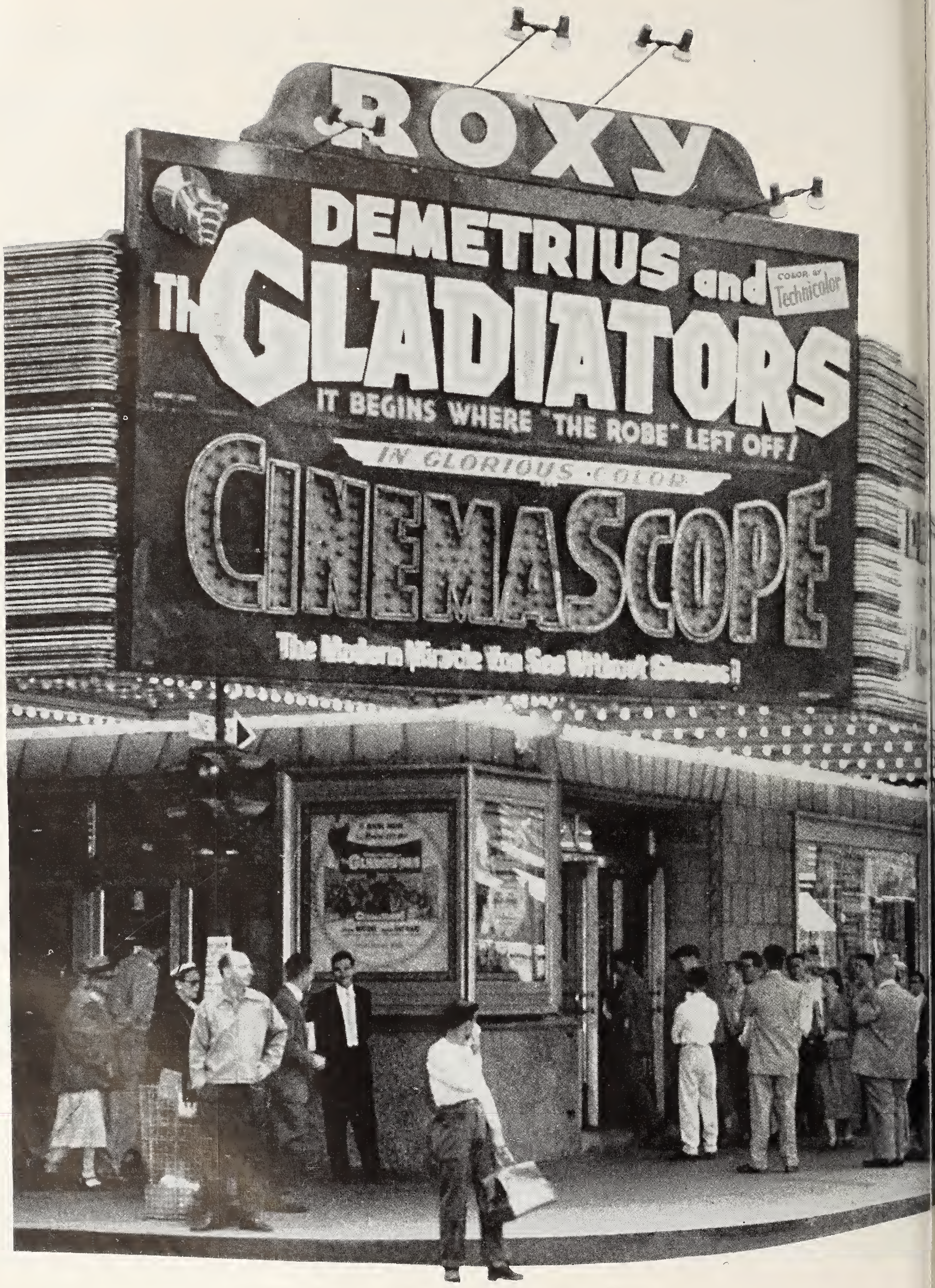
The setting up here of an "all-industry motion picture information center," facilities of which would be fully available to the press, civic groups and public officials, as well as to the industry itself, has been suggested by Leonard Spinrad, business consultant to the film industry.

Such an organization, said Spinrad, "would be a clearing house for information, a reliable source of facts and editorial guidance. The budget for the office would not be large; it would require only a handful of personnel."

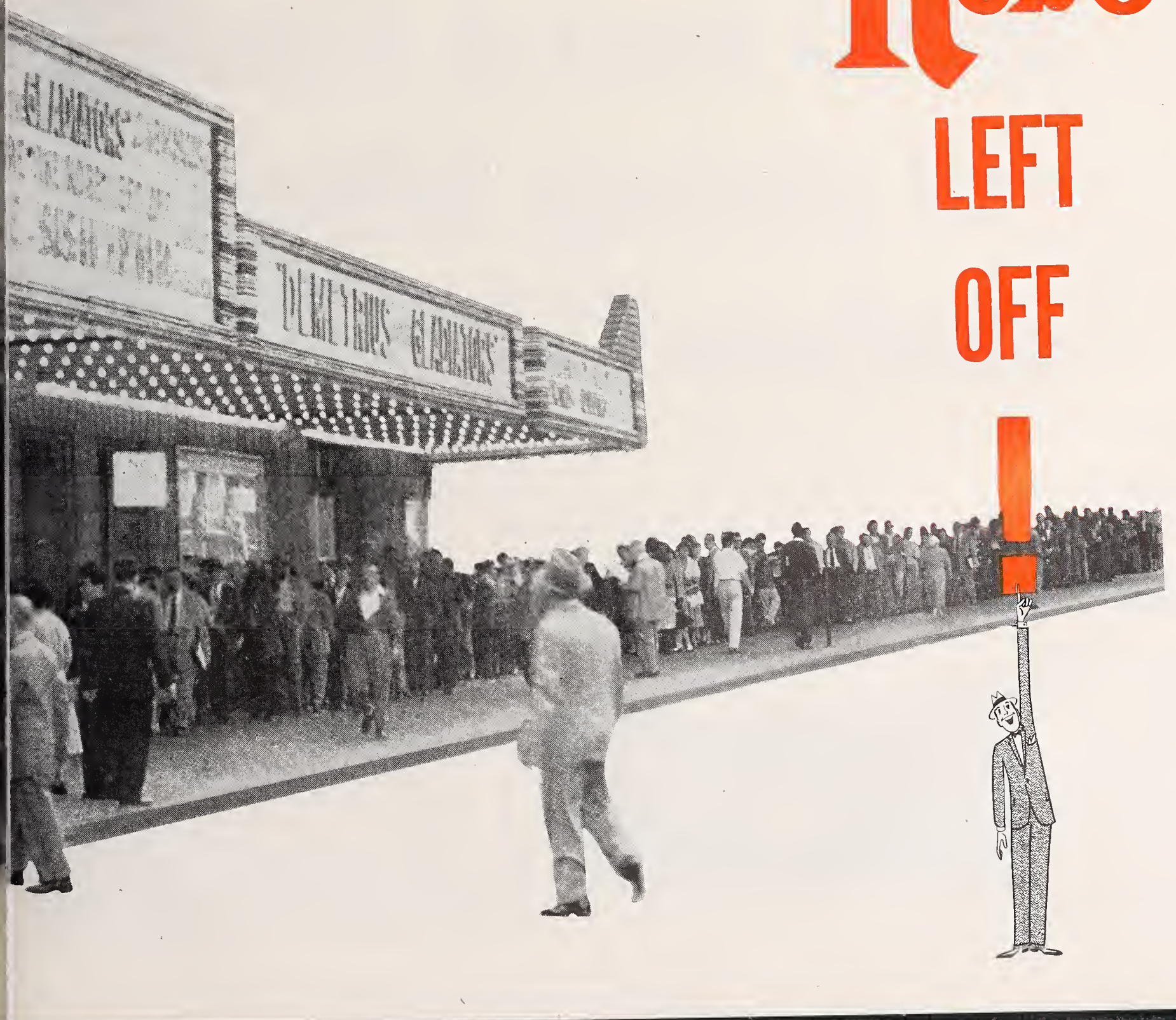
Regarding financing of such an office, Spinrad feels that "it is not inconceivable that several of the major industry groups" would underwrite the venture, with nominal dues obtained from other participating organizations, such as equipment companies, service organizations, labor groups and professional associations.

Colo. Theatre Burns

DENVER, June 20.—The Rex Theatre, a 750-seat house in Brighton, Colo. was destroyed by an early morning fire with damages estimated to be about $200,000. No one was injured. Atlas Theatres, Inc., owners of the theatre, announced that manager Shelby Doty would now manage its Sante Fe Theatre in Denver and that it would rebuild the Rex as soon as possible.


ROXY
DEMETRIUS and
THE GLADIATORS
COLOR BY Technicolor
IT BEGINS WHERE "THE ROBE" LEFT OFF!
IN GLORIOUS COLOR
CINEMASCOPE
The Modern Miracle You See Without Glasses!

THE LINE BEGINS WHERE The Robe LEFT OFF



28 Pictures

(Continued from page 1)

attractions for the second half of 1954 are "Garden of Evil," starring Gary Cooper, Susan Hayward and Richard Widmark, a July release; "Broken Lance," starring Spencer Tracy, Robert Wagner, Jean Peters and Richard Widmark, an August release.

Darryl F. Zanuck's personal CinemaScope production of "The Egyptian" will be released in September.

"Desiree," will be released in November and Irving Berlin's "There's No Business Like Show Business," will debut in December.

TV Dominated Film Output of Canada

OTTAWA, June 20.—The growing importance of the television film market was reflected last year in Canada's motion picture output, Canadian government reports, showing that in 1953 the film-makers produced more films of all kinds for TV, and, except for trailers, fewer for theatre presentation.

It was a busy year for the 32 commercial firms and 9 governmental agencies engaged in motion picture production last year. Theatrical production included two feature-length films, one less than in 1952, and 55 shorts, 14 less than in preceding year. Output of non-theatrical films of five minutes or longer, including films for TV, increased to 481 from 308. Production of TV commercials rose to 196 from 111 and of theatre trailers to 1,172 from 893.

Fewer newsreel stories were made for theatres by commercial firms, 289 against 507 in previous year, but more for TV, 229 against 134, while combined output by government agencies increased to 78 from 75. Output of slide films or filmstrips was reduced to 111 from 157.

Commercial revenue from production rose 20 per cent last year to $1,592,779 but revenue from printing declined 3 per cent to $1,230,493. Total gross revenue of the commercial film companies was up 8 per cent to $2,823,272 from $2,605,530 in preceding year.

The 32 commercial film producers employed 387 persons in 1953 and their salaries and wages amounted to $1,150,890.

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'Wagner Tax' Becomes Law

(Continued from page 1)

states and municipalities imposing the admission tax."

Addressing Wagner personally, Celler predicted: "You are opening a Pandora's Box of grief and troubles for New York City and other cities." Federal tax experts are now studying the New York City tax law, Celler continued. "They will check taxless sources in the city for possible Federal revenues," if the law is signed, Celler said.

Wagner replied that 200 cities in 20 states throughout the nation already have a municipal tax on theatre admissions. Celler concluded by asking for a veto "for further study" of the measure.

Newman, Sindlinger Argue

Following Celler's talk, a technical and heated wrangle ensued between City Budget Director Beame and Martin Newman, vice-president, Century Circuit, and Albert E. Sindlinger, president of Sindlinger & Co., statistician employed by the exhibitors to disprove city estimates of what the tax will yield.

At one point in the debate, Beame brought a blackboard into the hearing room. Beame denied he had ever named as $9,000,000 the yield expected from motion picture houses alone. He then said the overall net of the tax from the local amusement industry would yield $16,700,000. Previously he had said it would net $17,500,000.

Beame vehemently criticized an industry ad appearing in metropolitan papers which has indicated that the budget director said the tax would yield $9,000,000 and that his estimates are based on theatre earnings and taxes of 1948. He called statistical statements by Newman and Sindlinger "unmitigated lies."

Brandt Names Theatres

Harry Brandt, president, Independent Theatre Owners Association of New York, wound up the hearing with a dramatic speech in which he named seven of Broadway's largest houses as "today struggling to stay open." The theatres named by Brandt were the Criterion, New Yorker, Rialto, Astor, Victoria, Globe and Mayfair.

Other speakers representing the three city major league baseball teams, merchants' organizations, civic groups and other phases of the city amusement industry, spoke against the tax at the public hearing.

Production Cost Low Overseas: Broccoli

Lower costs for sets and equipment and authenticity in locale are main reasons why more U. S. independent producers are shooting overseas, independent producer A. R. Cubby" Broccoli said at a trade press conference at the Sherry Netherland Hotel here last week.

Preparing for a four-week promotion tour throughout the country in connection with his "Hell Below Zero," a Columbia Pictures release, Broccoli stated that during the filming of this picture a replica of a whaling ship built by English technicians would have cost "twice as much in this country than in England."

Will Meet Exhibitors

During his tour of the U. S., Broccoli plans to meet with exhibitors to see whether his productions are meeting the demand of audiences and to get suggestions directly from those exhibitors.

Broccoli, who recently completed three films for Columbia, "Paratrooper," "Hell Below Zero," and "The Black Knight," has signed another three-picture deal with that studio. In 18 months, Broccoli will deliver "Prize of Gold," "Safari," in CinemaScope, and "Cockelshell Heroes" in CinemaScope.

Utilizing M-G-M's studios in England for his productions, Broccoli stated that "my pictures are slanted for world-wide audiences, not only English and American."

Legion Scans Five; Places All in 'A'

The National Legion of Decency has reviewed five pictures, placing all in Class A, two in Section 2 and three in Section 1. In Section 1 are "Bowery Boys Meet the Monsters," "Gog" and "Them," while the films in Section 2 of Class A are "Princess of the Nile" and "Seven Brides for Seven Brothers."

Bassler Not Sold On New Media

CinemaScope is "not the end of the revolution," said producer Robert Bassler in his first press conference since leaving 20th Century-Fox to form his own independent production company. Bassler's first CinemaScope picture was "Beneath the 12-Mile Reef" for Fox. He declared that this picture was "exciting to make," but pointed out the "difficulty in maintaining intimacy in close-up shooting." VistaVision is "superior in many ways," he added, one of the foremost advantages being the "shape." However, "I am not sold particularly on either one," Bassler stated.

Bassler's initial effort with his new organization which he has named Libra Productions is "Suddenly" with Frank Sinatra. It will be released by U. A. sometime in September. It was filmed in 1.75:1 aspect ratio, said Bassler.

New Disney Quarters

The New York offices of Walt Disney Productions and all affiliates were moved over the weekend from 1270 Sixth Ave. to 477 Madison Ave.

US-France

(Continued from page 1)

vides slightly less than 32 per cent over the reserve fund will be turned over to the French government for motion picture purposes. In return, the French officials will allow remittance through capital account of slightly more than 47 per cent of the reserve fund. The disposition of the balance is still under discussion.

Ampex System

(Continued from page 1)

so that a theatre owner who purchases single track sound can, at any later date, install stereophonic sound without having to discard any equipment except one power supply, costing $55. The exhibit simply adds to his single-track Master system, Mahon explained. The single-track system makes use of the theater's present power amplifier and speaker system to hold costs to a minimum, it was stated. The entire system consists of two magnetic reproducers, a sound transfer box and extension rod, a pre-amplifier, a power supply and the necessary accessories, Mahon said.

Wisc. Premiere for 'Show' Re-release

BARABOO, Wis., June 20.—Plans are under way for a re-release premiere on July 4 for Cecil B. DeMille's Paramount production, "The Greatest Show on Earth," at the Al Ringling Theatre in this community which has achieved a national reputation as a mecca for vacationists and persons interested in circus memorabilia.

These plans include parades and celebrations of world premiere caliber in tribute to the DeMille Technicolor film about circus life which, in its initial re-release engagement, will have been shown by Jake Eskin's Al Ringling Theatre for the third consecutive summer. The picture played the Ringling Theatre originally in July, 1952.

Golden Key Active

HOLLYWOOD, June 20. — Dr. Gene Spiller, president of Golden Key Productions, which recently screened its first agricultural film, "The Golden Earth," at the Plaza Hotel for press and educational groups, has announced that his company has three more features in production and five others scheduled.

Half Rank's Grosses

(Continued from page 1)

has been to obtain for British films their fair share of the world market."

Now, he adds, records are being created constantly, and largely in theatres which previously have played little else but American product.

Pursuing, however, a long-standing and often expressed plaint, Davis goes on:

"On the other hand, the results which are being achieved in the United States are more than disappointing. We are told that the subject matter of our films is not acceptable to the American people; we are told that the accents of our artists are not understood; yet a recent analysis which I made of major films made in Hollywood showed the extent to which Hollywood is calling upon the services for their films of the same British actors and actresses whom we use to play in ours. I find it difficult to believe that the tastes of the American people are so different from those of other countries which enjoy both American and British films. I am satisfied that our problem lies in our inability to secure extensive showings of our films to American cinemagoers to give us that share of the market to which we are entitled."

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TOA, CEA IN COOPERATIVE MOVE

HOLLYWOOD, June 21.—A committee to seek a stronger and closer tieup with the Cinematographers Exhibitors Association of England and other exhibitor organizations throughout the world will be named by the Theatre Owners of America. Walter Reade, Jr., TOA president, was authorized to appoint the committee at the association's executive committee and board of directors meeting here.

Herman Levy, TOA general counsel, reported that in the last eight months a strong and effective liaison had been developed between the CEA and TOA. Alfred Starr, chairman of the TOA board, and possibly Robert J. O'Donnell will meet shortly in London with CEA representatives to explore the possibility of periodic meetings of representatives of the two groups.

N.Y. Exhibitors Start Fight for 5% Tax Repeal

New York City exhibitors yesterday prepared for an all-out fight to repeal the "Wagner tax," five per cent levy on amusements, signed into law Friday by the mayor.

With the tax a reality in the city, exhibitors are expected to direct their efforts to Albany in the hope that Gov. Dewey will supply aid in repealing the state's "enabling act," which empowers the city to levy the tax on amusements.

Industry spokesmen indicated yesterday a series of strategy meetings would occur this week to map out plans to repeal the "enabling act," and eventually the tax.

The spokesmen said exhibitors plan to make more use of their screens throughout the city to inform the

(*Continued on page* 4)

London's Palladium Ginsberg Film Theme

HOLLYWOOD, June 21.—A multi-starred feature picture based on the London Palladium's 44-year history will be produced by Henry Ginsberg, in association with Moss Theatre Enterprises and Val Parnell, the Paladium's managing director, Ginsberg has disclosed. The film will be made in London, Hollywood and New York, and will present a large number of world-famous stars who have appeared at the Palladium over the past four decades. It will be the second production on Ginsberg's independent schedule, following Edna Ferber's "Giant" on which he now is engaged with George Stevens and Miss Ferber for Warner Brothers release.

No title or release channel has been chosen for the Palladium.

Cole's 'Confiscation' Charges Under Probe By Allied Committee

MILWAUKEE, June 21. — Ben Marcus, president of Allied States Association, has appointed a committee to investigate complaints which, he said, have been "pouring in" from exhibitors as a result of Col. H. A. Cole's charges that the distributors are confiscating a greater portion of the exhibitors' tax benefits through higher film rentals. Marcus said that the committee, headed by himself, will press a sweeping probe of the complaints, to be followed by a meeting with distribution heads prior to any appeal to the House Ways and Means Committee, as suggested by Cole.

The committee consists of Jack Kirsch, Nathan Yamins, Wilbur Snaper and Marcus.

Commenting on the charges, Marcus said:

"I find it very difficult to comprehend a state of affairs where the film companies would resort to such grossly unfair and such short-sighted and selfish tactics. If these facts, as presented by Colonel Cole and subsequent complaints, are proved to be true, then our industry is indeed in a sad way for this condition presents a new

(*Continued on page* 4)

To Act as Liaison

TOA Plans Employment of An 'Industry Coordinator'

HOLLYWOOD, June 21.—A plan whereby the Theatre Owners of America would employ an "industry coordinator" to perform a variety of functions will be presented to the TOA membership at its annual convention in Chicago next fall. This was decided at a meeting of the association's executive committee which closed three days of sessions here at the weekend.

The duties of the proposed coordinator apparently will be broad. The TOA leaders directed that the officers and executive committee "prepare and execute the plan defining" the functions of the liaison officer. Such plan, the TOA executives ruled, will be "to comprehend all matters relating to the exhibition, production and distribution of motion pictures and the financing thereof, whether that financing be direct or indirect, and whether it be by way of support to independent producers or through a company in broad principles substantially similar to those of the original First National Pictures."

Charles Skouras, who presided at the sessions, suggested that TOA follow the example of First National because it offered "the most effective" way to handle the present product shortage situation.

The subject of late delivery of advertising paper and the reported insufficient supply of press books was discussed at the closing session. This discussion was led by Roy Martin of Georgia who pointed out specific instances where paper, trailers, heralds and mat services were either late in arriving or completely out of stock be-

(*Continued on page* 4)

Schwartz to Enter Distribution Field

HOLLYWOOD, June 21. — Fred Schwartz, head of the Century Circuit in New York and Theatre Owners of America leader, has laid the groundwork for a new company to combine both production and distribution. Schwartz was to have revealed his plans at the TOA board meeting here, but he was unable to attend because of an eye infection. The first picture under the new company's activities will be "Long John Silver," currently in production in Australia. It was reported that Schwartz is negotiating for the release rights to American-made product.

Paramount-Firestone Talks Continuing

Negotiations among officials of the Paramount Theatre here, American Broadcasting Co. and Firestone Tire and Rubber Co. are still continuing in the hope that successful arrangements can be concluded for the half-hour "Voice of Firestone" show to originate in the Broadway showcase.

Despite statements that the show will not be telecast from the top theatre in the American Broadcasting-Paramount Theatre circuit due to "technical difficulties," it was learned

(*Continued on page* 5)

Record Turnout Seen At Miss. Convention

EDGEWATER PARK, Miss., June 21.—A record breaking turnout is expected to attend the Mississippi Theatre Owners' annual convention slated for June 27, 28 and 29 here, according to MTO president A. L. Royal.

The conclave's agenda will be highlighted by a demonstration of Gottschalk Panater lenses by executives and engineers of Radian Screen Co., of Chicago, with a showing of M-G-M's "Seven Brides for Seven Brothers."

Robert Huff, general manager of the Ballantyne Co., of Omaha, will talk on new techniques in sound and projection for indoor and drive-in theatres and Universal-International's "Magnificent Obsession" will be previewed in other convention activities.

An annual banquet and election of officers will close the convention.

6,000 EXPECTED AT 20TH-FOX'S 'SCOPE DEMONSTRATION TODAY

New advances in the techniques of CinemaScope and high fidelity stereophonic sound will be revealed today before an invited audience of 6,000 and film industry representatives when a special hour-long subject produced by 20th Century-Fox is shown at the Roxy Theatre here.

Narrated by studio production head Darryl F. Zanuck, and highlighting scenes from six forthcoming films photographed with newly-perfected camera lenses, "The Advancing Techniques of CinemaScope" will be screened simultaneously in Los Angeles at the Boulevard Theatre, and shown in the near future in a series of international demonstrations in key cities throughout the world.

Featured in the reel will be a full comparison of auditory perspective provided by four-track magnetic stere-

(*Continued on page* 4)

Personal Mention

HOWARD DIETZ, Loew's, Inc., vice-president and director, left here yesterday by plane for Hollywood.

•

HARRY KALMINE, general manager of Stanley-Warner Theatres, and MRS. KALMINE will arrive in New York from Europe today aboard the "Queen Mary."

•

W. S. TOWER, Jr., managing director of Western Electric Co., Ltd., of London, a subsidiary of Westrex Corp., has arrived in New York from England.

•

RONALD NEAME, producer, left here Sunday for London via B.O.A.C. Monarch. TRUMAN CAPOTE and HAROLD ARLEN, writers, will leave here today by the same route for England.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, left here yesterday for Indianapolis and other cities of the Midwest.

•

GASTON J. DUREAU, JR., president of Paramount Gulf Theatres, and MRS. DUREAU have returned to New Orleans from Europe.

•

RICHARD HODGSON, president of Chromatic Television Laboratories, a Paramount affiliate, left New York yesterday by plane for San Francisco.

•

ABE OLMAN, head of the M-G-M "Big Three" music companies, plans to leave here on July 14 for England, France and Italy.

•

GEORGE and PAULA FRASER, of the Paramount Pictures home office advertising-publicity department, have returned here from upstate New York.

•

SPERIE PERAKOS, general manager of Perakos Theatres, New Britain, Conn., has returned there with MRS. PERAKOS from Detroit.

•

GUY TROSPER, M-G-M writer, will arrive in New York today from the Coast and will leave here tomorrow for England.

•

GEORGE SMITH, purchasing manager for the Hartford Theatre Circuit, Hartford, and MRS. SMITH are marking their silver wedding anniversary.

•

TED HARRIS, of the State Theatre, Hartford, has left there with his family by auto for Miami.

•

A. C. KANIN, projectionist at the Tivoli Theatre, Chattanooga, has been named a member of that city's Housing Authority.

•

JAMES MACKENZIE and MRS. MACKENZIE have purchased the Plaza Theatre, Portland, Ore.

•

SYLVIA FINE returned to Hollywood over the weekend from New York.

•

VAN JOHNSON arrived in New York yesterday from the Coast.

UA to Distribute 'Romeo and Juliet'

United Artists' recent acquisition, "Romeo and Juliet," will be distributed in the U. S., Latin American countries and possibly, the Philippines. The J. Arthur Rank Technicolor presentation was adapted for the screen and directed by Renato Castellani.

U.S. Pen Women Endorse Film Code

The National League of American Pen Women, at its executive board meeting in Washington, unanimously endorsed the Motion Picture Code of the Motion Picture Producers Association.

In a letter to Eric Johnston, president, Motion Picture Association of America, league president Helen Orr Watson said: "They believe that this is the only safeguard for the American public to be assured of safe and wholesome enjoyment on the screen."

The letter concluded, "for the sake of our young people, drastic measures must be used to prevent motion pictures from inciting the young people to commit either moral or physical offenses."

Mirisch Cuts Holdings

WASHINGTON, June 21.—Harold J. Mirisch, vice-president of Allied Artists, sold 18,125 shares of common stock in May, decreasing his partnership holdings in the film organization to 29,760 shares, the Securities and Exchange Commission reported.

Einfeld to Europe For 'Egyptian' Talks

Charles Einfeld, vice-president of 20th Century-Fox, will leave for Europe tomorrow aboard the "Flandre" to supervise the setting of international premieres on "The Egyptian" in CinemaScope this fall.

Einfeld will meet with government officials, prominent exhibitors and representatives of the company in England, France, Germany, Spain, Italy and the Scandinavian nations to discuss plans launching Darryl F. Zanuck's first personal production in CinemaScope.

Simultaneous openings in all European capitals are planned for the production which is being awarded a record promotion, advertising and merchandising program by the company.

Lipton Back In N.Y. From Overseas Tour

David A. Lipton, Universal Pictures vice-president, will arrive in New York from Europe tomorrow aboard the Ile de France" after more than six weeks abroad visiting the company's offices in London, Paris and Rome, and participating in the Universal's sales convention in Barcelona.

After a series of meetings with Universal's Eastern advertising and publicity executives in New York, he will leave for the Coast on Saturday.

Loew's Lease Theatre

The Elsemere Theatrical Corp. has taken a long term lease on the 1,600-seat Elsemere Theatre in the Bronx from Loew's Theatres. Berk and Krumgold, theatre brokers, handled the deal.

'GWTW' GROSS NEARS $500,000 FOR ITS 'FIFTH-TIME-AROUND'

A gross of approximately $500,000 has been drawn by "Gone With the Wind" in the seven openings of its current fifth-time-around engagements, according to figures compiled by M-G-M. These include the State Theatre here, where the picture has pulled $200,000 in the first three weeks of its present run. This is the highest grossing theatre in the picture's fifth time around, according to the analysis of the M-G-M reports received from the field.

Popularity Grows With Time

The $500,000 gross figure compares to approximately $90,000 for the second time around in six of the theatres, New York not being included in the summary, the company said. For the third time around, the picture tallied approximately $60,000 in the same six theatres, and again New York excepted. On its fourth time around, the picture did better than the second and third times, taking in a gross of close to $155,000 for the six towns, it was said.

On its current run, "GWTW" for 23 days at Loew's Warfield in San Francisco got $70,000. This compares with Atlanta where $65,000 was racked up for its first 31 days. In Syracuse, in 18 days, the David O. Selznick production tallied $30,000. In Houston, for 18 days, the picture got $55,000. In Kansas City, for 18 days, it chalked up $40,000. In Providence, for 11 days, "Gone With the Wind" got $30,000.

Success Is Nationwide

In Atlanta, M-G-M said, "Gone With the Wind" is currently $25,000 ahead of the previous time around. In San Francisco, the current take is said to be better than the combined second, third and fourth runs. In Syracuse, the current engagement is reported at $13,000 better than the last time around and in Houston, the fifth time around is said to be better by almost $30,000 than the last time around. In Kansas City, the new run is $10,000 better than the fourth time around and in Providence, a similar condition prevails, with almost $10,000 better between the fourth and the fifth run, M-G-M stated.

Tradewise...

By SHERWIN KANE

CERTAINLY, producers and distributors should welcome the counsel of exhibitors on all matters pertaining to the welfare of the industry. It is equally certain that such counsel, when offered, should be subjected to restraints which will encourage a constructive, not an injurious, consequence.

In this respect, the criticism of distribution voiced by Walter Reade, Theatre Owners of America president, before the Motion Picture Industry Council in Hollywood last week, failed of at least part of its purpose, insofar as purpose included the wellbeing of the industry.

Reade's remarks found their way into the news columns of the metropolitan press and, regrettably, they did not make the best material for public consumption that the industry might desire. His invectives against distribution, when exposed as they were to the public, gave the impression of an industry torn with internal bickering, suffering as much, perhaps, from the dire effects of civil war as from any external enemy.

It was not a picture calculated to win public support or public sympathy for the industry in more serious trials which may lie ahead.

No one would deny Mr. Reade the right to express his views. But some views are better reserved for executive sessions than others.

Henry North, 67

HARTFORD, June 21.—Henry T. North, 67, projectionist at the downtown Allyn Theatre, and brother of Charles North, president, Local 486, IATSE, Hartford, is dead.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE STUDENT PRINCE"
In CinemaScope starring
Ann BLYTH • Edmund PURDOM
and the Singing Voice of MARIO LANZA
Color by ANSCO An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

"THEM!"
STARRING
JAMES WHITMORE · EDMUND GWENN
JOAN WELDON · JAMES ARNESS
PARAMOUNT
TIMES SQUARE

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Sales Heads OK Benefits For Hospital

The general sales managers of the member companies of the Motion Picture Association approved yesterday the plan whereby the Variety Clubs' Will Rogers Memorial Hospital in Saranac, N. Y., will get additional revenue.

The plan, proposed by A. Montague of Columbia Pictures, president of the Hospital, provides that sufficient pictures be made available to such drive-in theatres that will agree to put on a benefit performance with all the proceeds to be donated to the Will Rogers Memorial Hospital.

A number of such benefit shows have already been set up for July in Northern California and it is expected that drive-in operators in other territories will go along with this fund-raising campaign.

Lichtman Reports on 'Army'

Al Lichtman, director of distribution for 20th Century-Fox and a member of the Council of Motion Picture Organization's triumvirate, reported to the MPAA sales managers committee on the progress of plans pertaining to the distribution through the various company exchanges of "This Is Your Army," a U. S. Army production which the Department of Defense will present under the aegis of COMPO.

With Army approval, Lichtman reported, it is intended to release two versions of the film—a 50-minute version for double-bill theatres and a 30-minute version for single bill theatres, each being available on a nominal rental basis. The COMPO publicity committee is to prepare advertising accessories and a general exploitation campaign. No date has been set for the films' release.

Company sales managers and leading exhibitors recently viewed "This Is Your Army" in Washington.

U-I to Use C'Scope For Murphy Story

"To Hell and Back," starring Audie Murphy and based on the World War II hero's life story, will be filmed in CinemaScope and Technicolor, Universal-International announced yesterday. Production will begin in July, with Jesse Hibbs directing and Aaron Rosenberg producing.

This will bring to a total of three the number of U-I productions simultaneously filming in CinemaScope. The others are "Captain Lightfoot," and "Chief Crazy Horse."

The decision for the U-I CinemaScope move for "To Hell and Back" was made in the course of conferences being held at the studio among Alfred E. Daff, executive vice-president, Edward Muhl, vice-president in charge of production, James Pratt, executive manager, and other studio officials.

Mass. Drive-in Opened

HARTFORD, June 21.—The Interstate Theatres, New England circuit, has opened a 500-car capacity drive-in, the Cape Cod, at Route 132, Hyannis, Mass. William Sinnott has been named manager, under district supervisor Chris Joyce.

Increased Admission Tax for Italy Seen

ROME, June 21.—The Cabinet Council has approved a 20 per cent increase in the admissions tax on all theatres. The action may result in increasing admission prices anywhere from two to 10 per cent, depending upon the individual theatre's classification.

Exhibitors here believe the increased tax will be approved by Parliament and made law despite strong exhibitor protestations.

VV Called 'Ideal' By Exhibitor Union

PARIS, June 21.—The General Assembly of the International Union of Exhibitors hailed VistaVision, Paramount's wide-screen film process, as the "ideal pattern for the theatres of the world," it was reported by Loren L. Ryder, head of engineering and recording at Paramount Studios, who is demonstrating the new medium throughout Europe.

Ryder informed his company in the U. S. of the endorsement following publication of two resolutions approved by the General Assembly during its meeting here.

The two motions passed by the General Assembly of the International Union of Exhibitors, representing Great Britain and Continental countries, deal with screen ratios and sound, Ryder reported.

On the subject of ratios, the motion stated that "the public leans toward wide screens. VistaVision seems to combine the best conditions of clearness of image, comfort of visibility for the audience, and adaptation to the structure of existing theatres." Regarding sound, the motion "calls attention to the financial consequences of stereophonic installations and asks that all exhibitors retain the uusual optical sound track."

K.C. Projectionists Endorse Roy Brewer

KANSAS CITY, June 21.—Local No. 170, Kansas City Moving Picture Machine Operators' Union, voted at its last regular meeting to endorse Roy M. Brewer and his ticket for election to the international presidency of IATSE at the forthcoming biennial convention in Cincinnati.

The motion picture operators also approved a motion to provide financial assistance to Brewer's campaign.

Roy M. Brewer, candidate for the IATSE presidency at the forthcoming convention in Cincinnati, Aug. 9-16, will meet with the members of his slate during the Ohio State Operators Association convention on Thursday at the Virginia Hotel in Columbus, O.

Writers' Festival

The National Guild of Italian Film Writers will sponsor its own film festival, "The Thousand Faces of Rome" in the Italian capital next month, according to Italian Films Export. Highlight of the 16-day festival, which will be held at the Sistina Theatre will be the showing of a series of pictures with Rome as the background setting.

INTERIM REPORT

Hollywood, June 17, 1954

At close to the half way mark in the completion of The Makelim Plan I have the honor to report, with deep appreciation, the validation of firm contracts aggregating close to $2,000,000.00, and linking 1,600 theatres in harmonious co-operation.

To the thousands of earnest showmen who have given me so generously of their time, attention and contracts at Allied meetings on my first nationwide tour on The Makelim Plan, and to the trade-press which has reported so fairly and faithfully the progress of the project, I take the occasion of this interim report to express abiding gratitude.

A special expression of gratitude to Mr. Abram F. Myers and the entire Board of Directors of Allied States Association of Motion Picture Exhibitors, whose vision and foresight in accepting The Makelim Plan has so generously helped me to bring this plan before all the exhibitors of America.

And to those other thousands of exhibitors whom, irrespective of organizational affiliation or other categorical status, and to the many who have written for information on The Makelim Plan, I hope to see in person at meetings being arranged for in Albany, Atlanta, Buffalo, Charlotte, Chicago, Milwaukee, New Haven, Salt Lake City, St. Louis, Seattle, Portland, San Francisco, Los Angeles and many other intermediate points that are requesting full details for participation in The Makelim Plan —

Believe me, I am grateful,

Hal R. Makelim

Tax Appeal

(Continued from page 1)

public about the tax. Meanwhile, the Emergency Committee of Labor and Management, made up of leading exhibitors and union executives, is sponsoring an anti-"Wagner tax" ad, which has appeared in metropolitan newspapers for several weeks.

Frederick L. Bird, chairman, the Temporary State Commission on Fiscal Affairs of State Government, yesterday said his staff is receiving cooperation from the industry.

Data Being Compiled

The Bird committee, appointed by Dewey on June 15 to look into the fiscal aspects of the amusement tax, after a request by exhibitors, is accumulating data on the figures used by the city in drafting the bill, as well as those used by industry in its fight to have it repealed.

According to Bird, "some information is hard to come by." He was referring to statistics on industry internal revenue payments. Bird didn't indicate the nature of the difficulties facing his staff but said, "we are investigating all the sources we can."

The date the commission concludes its investigation and presents its findings to the governor depends, Bird said, "upon the nature and quality of the figures we get."

Allied Probe

(Continued from page 1)

form of suicidal mania for the industry, because the continued strangulation of the exhibitors by the distributors in this manner can only result in the ultimate self-destruction of themselves."

Mich. Allied Alerts Theatres on Taxes

DETROIT, June 21.—Allied Theatres of Michigan has alerted exhibitors throughout the state to the dangers of municipal taxes on admissions and has offered to help exhibitors in any community in Michigan to fight the imposition of such a levy.

Pointing out that New York City exhibitors were caught unprepared and saddled with a city admissions tax, Michigan Allied advises all exhibitors in the state to visit members of their city governments and make sure they are still opposed to a local admissions tax and are not contemplating one.

Michigan exhibitors are further urged at the first indication of introduction of a municipal admissions tax to notify the state organization and be ready to oppose the measure immediately.

Set Back Opening Of Conn. Drive-in

HARTFORD, June 21. — Nick Kounaris and Paul Tolis, partners in the Kounaris-Tolis Theatres at Meriden and Newington, Conn., have changed opening of their new Meriden Drive-In Theatre, now under construction, from early July to Aug. 1. Car capacity has been increased from 815 to 900, with screen to measure over 100 feet wide.

Estimated cost of construction is over the $150,000 mark.

Location is in the rear of their first run Meriden Theatre, Meriden.

'Industry Coordinator'

(Continued from page 1)

fore the picture was well into distribution. The board passed a directive authorizing president Walter Reade, Jr., to ask that this matter be put on the agenda of the next joint meeting to be held by the TOA representatives and the general sales managers committee.

Earl Hudson, vice-president of American Broadcasting - Paramount Theatres, Western division, told the TOA executives that television and radio as promotion media had proved their worth and that "they are most effective when they are used on a saturation basis." "Distribution should allocate more time and money to the use of these media," Hudson said. "Efforts should be expended to explore these avenues of advertising media fully and to act on the results of the research.

"Exhibitors, too, must take advantage of their own opportunities to exploit their product through their screens and through other available formats of exploitation.

"Theatre owners are the public relations officers of the motion picture industry. It is their function through good public relations to earn respect for themselves, for the product which they show on their screens, and for the industry as a whole. In these trying times it should be their primary function to become conscious of this obligation and to act affirmatively on it."

Asides & Interludes

—by Al Steen

AT a Midwest drive-in that was having a "buck-a-car" bargain show. a fellow drove up in a broken down jalopie that was loaded with people. The attendant looked at the old wreck and at the passengers and shrugged his shoulders.

"Okay," he said, "a dollar for the car."

"Sold," said the driver, tossing him the keys.

* * *

The following news release was sent out by Charles Mathieu & Co. which handles the Baldwin Piano account: "On behalf of the Baldwin Piano Co., we wish to point out that Liberace uses the Baldwin piano exclusively. Recent erroneous news stories and articles have stated that he uses another make of piano."

All of which gives us an excuse to use this piece of deathless prose right from the corn crib:

"I've got a new piano."

"Is it a Baldwin?"

"Sure it's a bald one. Do you think it had hair on it?"

* * *

One of our field correspondents was invited to a screening which was preceded by a dinner. Either our local guy didn't like the picture or else he didn't stay to see it, because, instead of reviewing the epic, he wrote a review of the dinner:

"Fine performances by the waiters offset any negative reaction to the salad which had too much garlic to please the average gourmet. Under the skillful direction of the chef, however, the main course was expertly adapted from a French menu with a touch of army mess technique. A wide table cloth was used with an aspect ratio of 1.85 to 1, but it is quite likely that the same dinner would be just as delectable if served on a paper napkin of conventional size. The meat was served in vivid color by Heinz Catsup. The color also was quite apparent on the table cloth just prior to the introduction of the finger bowls.

"Considerable imagination was injected into the preparation of the soup, as the guests imagined it to be everything but what it really was. The entire dinner built up into an exciting climax of dessert of three-dimensional deep-dish apple pie and bottles of soda pop which were consumed without glasses. Eating time, 57 minutes."

* * *

When Columbia's "The Mad Magician" opened at the Holiday Theatre here last month, a well-known magician performed tricks in the lobby on opening day. This is good exploitation and we'd like to be of service in offering a suggestion. Columbia has another picture title "Jungle Man-Eaters," so why not, on opening days, have a couple of cannibals standing around?

* * *

Since Asides and Interludes appeared in sort of a "new look" last week, we have received a number of fan letters. We'd like to print some of them, but let's face it! The Post Office is sort of particular about what goes through the mail.

* * *

Then there was the Connecticut exhibitor who, after his theatre had been flooded by a tidal wave, advertised as follows: "We don't have Perspecta Sound, Stereophonic Sound or any kind of Magnetic Sound, but Oh Boy! Do we have Long Island Sound!"

* * *

These new techniques are getting so confusing that nobody raised an eyebrow at a recent exhibitors' convention when this piece of conversation was overheard between a couple of exhibitors:

"My wife has a one-track mind."

"Magnetic or optical?"

CinemaScope

(Continued from page 1)

ophonic sound with regular optical sound, in addition to the footage displaying the capabilities of the new "taking" lenses perfected by Bausch and Lomb. These have been developed over the past year in order to bring greater clarity of image, increased depth of focus and greater audience participation to the CinemaScope process.

CinemaScope productions, footage from which will be seen in the special subject, include "The Egyptian," "Broken Lance," "A Woman's World," "Untamed," Irving Berlin's "There's No Business Like Show Business," all in color by De Luxe; and "Garden of Evil," in Technicolor.

Exchanges of 20th Century-Fox's domestic sales organization have been broken into five geographic routes in which five prints will be rotated on a day-and-date basis to cover the 32 offices in the United States by July 9. Demonstrations in Canada will follow at dates to be announced shortly.

Cinerama Opens at Cincinnati Capitol

CINCINNATI, June 21.—The Capitol Theatre here tonight joined the Cinerama circuit, when the Capitol became the 12th Cinerama installation.

Headed by Ohio's Gov. Frank Lausche, Lt.-Gov. Harold Handley of Indiana, Frank Jessup, State Superintendent of Police for Indiana, the Hon. Charles O'Connell, Secretary of State for Kentucky, Cincinnati's topside social set made the event the official opening of the summer season. The Cincinnati Club sponsored the opening.

The city fathers permitted Seventh Street, the location of the Capitol Theatre, to be re-routed for traffic. Signs adorn all the lamp posts of the city welcoming Cinerama. Proclamations have been issued by the governors of three states (Indiana, Kentucky and Ohio), Chambers of Commerce, the Cincinnati Club, the Board of Trade, the University of Cincinnati.

Church Men Ask Ban On New Haven 'Line'

NEW HAVEN, Conn., June 21.—The New Haven Board of Alderman has been petitioned by Martin J. Griffin, president of the St. Francis Holy Name Society, a Catholic organization, to ban the controversial motion picture, "The French Line." Griffin's petition brands the RKO Radio production as "immoral" and "indecent."

Cut 'Scope Prices

CINCINNATI, June 21. — The Paramount Theatre, larger of the two Northio units in nearby Hamilton, O., has reduced its prices for CinemaScope showings from 90 cents and up to the regular house scale of 50 cents matinee, 70 cents evenings.

Delegates Named

ATLANTA, June 21.—Louis Dwyer and Clyde Daigle, Local F 57, and Jeff Kinerd and Joseph Williams, local B 57, have been named delegates to the Film Exchange Employees Southern regional convention. The meet is scheduled for Atlanta on July 26, 27 and 28.

Hyman Asks Closer Contact in the Field With Exhibitors

Closer contact between film producers and circuit executives with exhibitors in the field and with the public was urged here yesterday by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, who recently returned from a New England operations tour.

"An exchange of ideas between the producer and theatre operators and owners at the local level will enable both to get an inside view on differences," Hyman said.

Hyman will leave at the weekend for conferences in Buffalo, Rochester and Detroit with AB-PT local officials and "landlords" in those areas. He will be accompanied by company treasurer Simon Siegal.

Commenting on independent producer A. R. "Cubby" Broccoli, who is meeting with exhibitors throughout the country to learn the faults and merits of his own and other product, Hyman stated that "getting into the field is the only way in which by personal contact one can feel the pulse of the theatre-going public."

Production Pace Holds; 5 Starting

HOLLYWOOD, June 21.—Start of five pictures and finish of four others kept the production scales fairly level at weekend.

New beginnings are "Desiree," CinemaScope, color (20th-Fox); "We're No Angels," VistaVision, Technicolor (Para.); "Chief Crazy Horse," CinemaScope, Technicolor, and "Return of the Creature from the Black Lagoon," 3-D (U-I); "Black Pirates," Salvador, Ansco (Lippert).

Final endings are "Woman's World," CinemaScope, Technicolor (20th-Fox); "20,000 Leagues Under the Sea," Disney, CinemaScope, Technicolor (RKO); "Destry" (U-I); "Fresh From Paris," Ohio, Eastman (Ind.).

Escapes Fire Damage

CLEVELAND, June 21.—The S-W Allen Theatre suffered small damage yesterday as result of a $100,000 fire that broke out in the utilities tunnel of the Bulkley Bldg. of which the theatre is a unit. The fire was discovered about 3:00 a.m. Specialty stores in the building were badly damaged and contents water soaked, but the Allen suffered no damage other than wiring and some smoke odor in the lobby.

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Television--Radio

with Pinky Herman

ACCORDING to Hugh M. Beville, Jr., NBChief of research and planning, more than 6,000,000 TV receivers were installed in American homes between May 1, 1953, and May 1, 1954, making an estimated total of 30,083,000 sets in operation. . . . Stanley Niss, writer-director of the CBS radio program, "Precinct 21," has been named producer of the CBS-TV "Danger" series as of next Tuesday.

☆ ☆ ☆

Ed Sullivan, accompanied by Marlo Lewis, co-producer of "Toast of the Town," flew to Paris yesterday to present to Genevieve de Galard-Terraube, gallant nurse of embattled Dien Bien Phu, a citation from the American Red Cross, the U. S. Air Forces Nurse Corps and the City of New York, plus a check for $1,000 for her favorite charity. They'll return Thursday with a filmed recording of the interview for presentation on next Sunday's "T.O.T.T." . . . During his brief sojourn on the coast Max Liebman signed Academy Award winners Ray Evans and Jay Livingston to write original songs for his first "Your Show of Shows" colorcast which will star Betty Hutton. . . . Larry Schwab has temporarily shelved TV production to direct summer stock and will open the Spring Lake (N. J.) season directing George Bernard Shaw's "Pygmalion." The production will star Judith Evelyn.



Ed Sullivan

☆ ☆ ☆

Because of interest by Recording A & R men, directly following Jane Froman's introduction on her TV vehicle of the composition, "In Our Time," Maestro Hank Sylvern, the composer, is mulling several music pub offers. . . . Only recently introduced by Peggy Lee, Altec's new lightweight "Lipstick" microphone, because it specifically was designed to exclude studio and audience noises, is now being used regularly by Peter Lind Hayes, Mary Healy, Ella Fitzgerald, Liberace and others. . . . Deejays are latching onto the new Columbia platter of "The Cuddling Song" featuring Three Beaus and a Peep, backed with Bernie Leighton's ork. It's real gone. . . . Milton Salzburg, prexy of Award Television Co., was all smiles last week at the Johnny Victor Theatre in Radio City where he held a press preview of the first two stanzas of the "Jimmy Demarest Show" telefilm series. The pix, featuring the great golfer with Bob Hope and Bing Crosby, respectively, are entertaining and most enlightening to duffer and pro alike and to us appears to be highly saleable for local, regional or network sponsorship. Series is directed by Marvin Rothenberg with scripts by Bob Brumby.



Hank Sylvern

☆ ☆ ☆

With the untimely passing last week of Michael (Mike) H. Cleary, one of Tin Pan Alley's finest citizens, we'd like to recall an incident that took place in 1930 which first established Mike's character. Helen Kane, (she rushed to St. Malachy's Friday from "The Morning Show") whose boo-boo-pa-dooping the previous year at the Paramount Theatre in New York had zoomed her into international prominence, was headlining the bill at the Palace Theatre. For three months prior to opening day, Shipwreck Kelly, the much-publicized flagpole sittter, was perched atop a pole in the center of Father Duffy Square, directly opposite the Palace. Immediately after her first performance, Helen was taken in tow by an enthusiastic Cleary, who took her to the piano in the rehearsal room and played a new novelty, "I'm Just a Flag-Pole Sitter's Wife." La Kane was so thrilled by the song she gave Mike five hundred dollars for it, learned it then and there and stopped the next show cold. Next day the unpredictable Shipwreck Kelly decided to forsake the rarified atmosphere of the flagpole top and descended, thoughtlessly or even wantonly destroying completely the new song's potential. Mike Cleary, dejected, dispirited and disappointed at the turn of events, again visited Helen Kane and offered to return what was left of the five hundred but she refused. She knew that were she to take the money Mike's address would have changed from the Bryant Hotel to a bench in Central Park.

Firestone

(Continued from page 1)

here yesterday that the idea of "using an added attraction with the regular film program of the house is and will be considered always."

It was reported that entertainment unions had raised some objections to the Firestone musical show originating in the Paramount Theatre. The unions want the theatre to resume stage shows on a permanent basis, and will discourage occasional shows such as holiday bonanzas, telecasts and such. These objections, it was learned, were the reasons why singer Eddie Fisher couldn't appear on the stage during Christmas and New Years when the theatre booked "The Eddie Cantor story."

Charles Joins Jones

PORTLAND, Ore., June 21. — "Chuck" Charles, veteran theatre manager of Oregon, Washington and California theatres, has become a member of the executive staff of Jones Theatres here, headed by Jesse E. Jones, and will become buyer and booker for the circuit.

Abbe Lane Signed

HOLLYWOOD, June 21. — Abbe Lane, headliner of Xavier Cugat's band of entertainers has been signed by executive producer Sam Wiesenthal for a specially-created spot in "The Americano," the Robert Stillman production now shooting at RKO Radio studios.

Every week-day is
walt FRAMER
"Top-rating" day!
STRIKE IT RICH
THE BIG PAYOFF
walt FRAMER PRODUCTIONS
"AMERICA'S LEADING INDEPENDENT TV PRODUCER"
1150 AVENUE of the AMERICAS,
New York 36, N. Y. • OXford 7-3322

In the THEATRE Equipment *& Refreshment* World . . .

. . . *with RAY GALLO*

THE Altec Lansing Corporation has added two newly designed models of the "Voice of the Theatre" loudspeaker systems to its line of such equipment, replacing Model 800 that was previously made for small theatres. The new A-6 model contains two low frequency speakers and a single high frequency horn. It is recommended for theatres with up to 1,000 seats. The A-7 model consists of one low frequency speaker in a carefully engineered enclosure and a high frequency driver unit with a newly designed horn. It is the smallest VOT system made by Altec. The company's announcement states that the new models were developed for two reasons—"the higher quality requirements of stereophonic sound and the increased need for lower priced sound systems in smaller theatres."

•

Charles Konselman, ad chief and Rudy Grofsick, contract manager of A. & M. Karagheusian, Inc., New York, manufacturers of Gulistan carpets, were hosts to the press at Fall Review show last week. Many new and interesting theatre patterns and designs were introduced in the firm's newly furnished show rooms.

•

The Eastman Kodak Company's new processing laboratory at Fair Lawn, N. J., has already begun operations on a limited scale, according to a report from Ivar N. Hultman, Kodak vice-president and general manager of Kodak Park Works. The new unit, located two miles east of Paterson on New Jersey Route 208, is expected to be in full operation later this summer in processing Kodachrome 135 *and* 828 *film.*

•

"The Fyr-Larm" is the name of a new automatic device for sounding the alarm in case of fire introduced by the Fyr-Larm Co., Inc., of Summit, N. J. The device is a cylinder of compressed gas to which is attached an alarm horn, connected to the interior of a cylinder through a special heat activated valve. When the temperature surrounding the unit rises above 136°, the valve opens automatically and the horn produces a loud warning sound. The unit is 15 inches in length and weighs three pounds.

•

The "Barbe-Cutie" is an infra-red rotisserie designed to barbecue 160 frankfurters within a few minutes and made by the Bell Engineering Co., Lynn, Mass. The unit is constructed of aluminum and glass-enclosed on all four sides for counter display. It has four spits to the machine, and there is a warming griddle on top to keep an extra stock of finished products fresh and hot or to griddle other foods. Heat switches are adjustable to high or low, and there is a separate switch to rotate the foods without heat, for display purposes.

Reviews

"The Outlaw Stallion"

(Columbia)

WORKING within the standard Western framework, producer Wallace MacDonald has delivered an entirely satisfactory film about a boy and a horse. "The Outlaw Stallion" is a wholesome and occasionally exciting tale, told against handsome outdoor scenery and including some magnificent shots of wild horses rampaging through the wilderness.

The film, in color by Technicolor, stars Phil Carey, Dorothy Patrick and young Billy Gray.

The story is set in rural Utah and concerns a pretty widow, Miss Patrick, who is wooed by the local veterinarian, Carey, while trying to bring up her adolescent son, Gray, in the rugged country. She is particularly upset when the boy, whose father was killed trying to break a wild horse, takes a fancy to the beautiful white stallion who leads the local herd. She is worried further when Roy Roberts, a horse runner posing as a surveyor, offers to help her son catch and break the white stallion.

On his own, Gray eventually captures the stallion which, by this time, Roberts wishes to have himself. When the boy is almost killed by the horse, the mother gives the beast to Roberts. The latter, instead of clearing out of the country immediately, stays on to capture more of the wild horses, an illegal pursuit eventually unmasked by Carey and climaxed in a good, old-fashioned chase in which the mother and son are held as hostages by the bandits.

Highlights of the film are those scenes dominated by the horses. There is one particularly chilling sequence in which the white stallion battles to the death a black stallion not quite his match. A happy ending finds the vet's courtship due for reward and the little boy destined to at least several years' companionship with the stallion. All production values are good with a special nod to Lester H. White's photography. Fred F. Sears directed and David Lang wrote the screenplay for "The Outlaw Stallion."

Running time, 64 minutes. General classification. For release in July.

"Princess of the Nile"

(Panoramic—20th Century-Fox)

DEBRA PAGET, Jeffrey Hunter, Michael Rennie and a host of lovely ladies are the principal attributes of this Bagdad type production. Both the characters and the plot leave the impression that they were cast from a mold that had been used previously. Gerald Drayson Adams wrote the formula screenplay. The costumes by Travilla are imaginative and well complemented by the color by Technicolor, as are the settings. In addition, there is abundant action. These should insure good chances with audiences that like romantic fantasy, even when it follows familiar lines.

A Bedouin Rama Khan (Michael Rennie) who has forceably taken control of the city of Halwan on the Nile is oppressing the people and seeking the hand of Princess Shalimar (Debra Paget). Because as a princess Debra Paget is forceably detained in the palace she assumes the name of Taura and finds her way nightly to a coffee shop, via a secret route, where she dances and sows the seeds of rebellion. Prince Haidi (Jeffrey Hunter), son of the powerful Caliph of Bagdad, and his friend Hussein (Robert Roark) enter Halwan to seek shelter for the night before proceeding on their journey home, are mistaken for friends of Rennie and are assaulted in a rebellious demonstration. Roark is slain by Rennie in such a way as to make the demonstrators appear guilty and thus turn Jeff Hunter against the townspeople. Miss Paget witnesses the murder and eventually reveals the circumstances to Hunter. The ensuing struggle quickens the pace of the picture considerably. Hunter enlists assistance from the members of the local Den of Thieves who, despite their occupation, are quite patriotic. After a number of encounters Hunter slays Rennie and defeats his forces in a pitched battle. The budding romance between Miss Paget and Hunter blossoms, thus completing the happy ending. Robert L. Jacks produced and Harmon Jones directed.

Running time, 71 minutes. General classification. For release in July.

"Return to Treasure Island"

(World-United Artists)

THE classic tale by Robert Louis Stevenson of the hunt for buried pirate treasure is converted into a modern setting in "Return to Treasure Island," and results in a swiftly paced adventure film.

In color by Pathecolor, Tab Hunter and Dawn Addams are starred and Porter Hall, James Seay and Harry Lauter have featured roles. The modern counterparts of Stevenson's original characters, Jim Hawkins, Long John Silver and hermit Ben Gunn, recreate the classic tale in Twentieth Century terms.

Miss Addams, as a descendent of Jim Hawkins, returns to Treasure Island in a yacht chartered by Hall who intends to steal the treasure with the help of a band of cutthroats. On the island Hall is confronted by Seay, a blind gangster who is also after the loot.

But Hunter, as the hermit marooned on the island by the culprits, rescues the girl and helps her to find the buried treasure. During the hunt, the pirates are sealed in the cave where the treasure is hidden and die there. Several interesting "retakes" of the original story appear in the film. In one, Miss Addams is cornered by a pirate on the mast of the schooner. In another, the pirates storm Hunter's barricade. The only completely new angle added to the Stevenson story is a romantic interlude between Hunter and Miss Addams.

All in all, the originality of adding a modern touch to a classic yarn results in an interesting and good adventure film. Those who have enjoyed the Stevenson classic should find a great measure of entertainment in "Return to Treasure Island."

Aubrey Wisberg and Jack Pollexfen wrote and produced the film. E. A. Dupont directed.

Running time, 75 minutes. General classification. For release in July.

Hearings on Ohio Censor Law Thurs.

COLUMBUS, O., June 21.—Oral arguments in the injunction suit against the Ohio censor board will be heard on Thursday by Judge Ralph Bartlett of the Franklin County Common Pleas Court. Attorneys for both sides have filed rebuttal briefs in the case, in which the plaintiffs are seeking to have the Ohio censor law declared unconstitutional. Action was brought by RKO Radio Pictures, Independent Theatre Owners of Ohio, Martin Smith of Toledo and Horace Adams of Cleveland.

Hint O. Censor Quit Over Law Conflict

COLUMBUS, O., June 21.—Dr. Clyde Hissong, who last week announced his resignation as chief Ohio film censor and state director of education, "was always sympathetic with exhibitors' problems" said Robert Wile, secretary ot the Independent Theatre Owners of Ohio. Wile has been a leader in the fight to remove the Ohio censor law. "We have no personal quarrel with Dr. Hissong," added Wile. "Our only quarrel is with the law."

Wile said that Hissong never ordered the arrest of an Ohio exhibitor except in the newsreel test case in which "we wanted him to."

Theatremen speculated that recent months of conflict about the constitutionality of the Ohio law may have been factors in Dr. Hissong's decision to resign. He will return Sept. 15 to Bowling Green State University at Bowling Green, O., where he will resume teaching education, psychology and philosophy.

ITOO Wins Partial Carrier Victory

COLUMBUS, O., June 21.—Independent Theatre Owners of Ohio won a partial victory in its action to force Huntington Cincinnati Trucking Lines to change its rate structure. Public Utilities Commission of Ohio ruled that the carrier's practice of charging 21 cents for the first pound on each can of film from each exchange must be changed. If a feature comes in two or three cans, he is allowed to charge only 21 cents for the first on the entire shipment. If two features come from the same exchange, the same rate holds true. If features come from Realart and United Artists at the same time, that is considered one shipment.

Claims to Be Filed

Robert Wile, ITO of Ohio secretary, said that he has a legal opinion that claims for overcharges can be filed against the Huntington Cincinnati carrier. Claims can be made only for bills rendered within the past two years, said Wile. He asked that affected theatres send him bills paid during that period. Wile said his office would file claims on behalf of the theatres concerned. Wile advised theatre owners to watch future bills to see that the commission's orders are followed. "If they are not," said Wile, "the carrier will be cited for contempt."

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 120 NEW YORK, U. S. A., WEDNESDAY, JUNE 23, 1954 TEN CENTS

New Tax Issue

Major Fraction Issue May Be Tax Loophole

Exhibitor Counselors Study NYC Provision

The possibility that the New York City administration "may be overstepping its bounds" by levying the recently-passed five per cent amusement tax, arose yesterday as industry leaders uncovered possible new means of having the tax repealed.

The law's major fraction provision, where any fraction of one-half or more cents is involved, resulting in the city's collecting the full amount, become a key issue.

The state's "enabling act," empowering the city to impose the tax, says that an admissions tax, "of up to five per cent," may be levied on amusements. However, with the major fraction provision, the city may levy as much as six per cent on certain admissions. This became evident when industry officials released figures showing how the tax would work.

A notable example involves an admission of 50 cents. The tax on a 50 cent admission would total two

(*Continued on page 2*)

Eidophor Lens Here For Tests: Sponable

The commercial prototypes of the Eidophor lens for wide-screen television presentation are now undergoing laboratory tests in the U. S. after their arrival from Switzerland a short time ago, Earl Sponable, 20th Century-Fox research head, disclosed here yesterday.

"The Eidophor lens can do a tremendous job in the televising of title fights on wide-screen," Sponable stated.

BMI Music Pacts Sent to Theatres; Fees: $5 to $15

In its initial move to collect performance rights fees from theatres, Broadcast Music, Inc., yesterday sent contract forms to exhibitors. The fees are being asked only for the playing of intermission music. The contracts will become effective on July 1 and the rates range from $5 to $15, depending on seating capacity.

In addition, according to the BMI contract, the license includes the use of BMI copyrighted music by live talent during one evening in any calendar week as an incidental portion of a film program.

If a theatre, the license reads, is

(*Continued on page 4*)

Newest of New Media

Unveil Todd-AO Process At Coast Demonstration

By WILLIAM R. WEAVER

HOLLYWOOD, June 22.—The Todd-AO process, demonstrated here today, challenged Cinerama, CinemaScope, VistaVision and all other contemporary extra-dimensional systems of motion picture presentation.

As demonstrated, under several handicaps, on an experimentally-equipped sound stage at the M-G-M studios, the system evoked such comment as: "This is Cinerama without seams," and "CinemaScope, ceiling high."

The demonstration was conducted with rickety, ramshackle old Ernemann projectors, throwing amateurishly-shot footage upon an improvised screen of eggshell muslin. Even under these conditions, a roller coaster sequence, a bull ring episode and a tour of the Venice canals—these filmed expertly by Mike Todd, personally, and without intention to exhibit publicly—matched Cinerama's best.

Similarly, a collection of test shots made in preparation for "Oklahoma," included outdoor prairie panoramas ri-

(*Continued on page 2*)

IMPROVED C'SCOPE PLEASES SHOWMEN

'Scope Comparative Reel Demonstrates Technical Progress

By AL STEEN

The technical progress of CinemaScope, visually and sound-wise, was presented dramatically to a large, invited audience at the Roxy Theatre here yesterday morning by 20th Century-Fox, which offered a side-by-side comparison of four-track high fidelity magnetic stereophonic sound with one-track magnetic and one-track optical. While the differences in sound distribution were easily dectected, the new range and flexibility of the screen images, made possible by the new Bausch & Lomb camera lenses, made the deepest impression.

A large portion of the demonstration reel, which will be shown to exhibitors in key cities throughout the country, is devoted to "Broken Lance," from which highlight sequences are shown. Because of its outdoor theme, the camera was concentrated to a large extent on the scenic beauty of the locale, but without detracting from the action. Here, 20th-Fox's claim to greater clarity of image, extreme depth of focus and improved sense of audience participation with the new lens is affirmed. In fact, the observer can note an impression of depth, an almost three-dimensional quality, however slight, in some of the scenes;

(*Continued on page 5*)

Report S-W to Ask More Time to Divest

Stanley Warner will ask the Justice Department for another extension of its divestiture deadline, it was reliably reported.

The present deadline is July 4. Under the original Warner consent decree, the circuit was to have disposed of approximately 55 theatre properties by Jan. 4, 1953. So far, it has received three six-month extensions of this deadline, and at the time of the last extension, in January, still had 22 properties to go.

Fox's New Sound, Lens Developments Impress 2,300 at Roxy Viewing

By LESTER DINOFF

(Pictures on Page 5)

Twentieth Century-Fox's lineup of new product in improved CinemaScope and stereophonic sound, valued at $55,000,000 by the company, was warmly received by 2,300 exhibitors and executives who witnessed excerpts from the coming attractions during an hour-long demonstration of "The Advancing Techniques of CinemaScope" yesterday morning at the Roxy Theatre here.

Revealing the latest technical progress in stereophonic sound and CinemaScope, utilizing new Bausch & Lomb lenses which unfolded new range, flexibility and depth of field in the excerpts shown, the demonstration film evoked such comments as: "Tremendous and highly impressive. Revolutionary compared with what we have seen heretofore."

The 20th-Fox demonstration film will be exhibited in 32 exchange cities on a day-and-date basis by July 9. Demonstrations in Canada will follow at dates to be announced shortly.

Al Lichtman, 20th-Fox director of distribution and host at yesterday's

(*Continued on page 4*)

TV Group Asks Gov't Aid in Getting Films

WASHINGTON, June 22. — A group of television stations today urged Congress to give motion picture production companies special tax incentives to sell their old films to television stations.

They also urged that Congress give stars, writers and other talent groups special tax privileges to make new films for television.

These were the major proposals of a memorandum filed with a Senate commerce subcommittee which today wound up its hearings on the problems of ultra-high-frequency television stations. The subcommitteee is expected to get down to work quickly on its report, and to recommend,

(*Continued on page 4*)

SHIRLEY BOOTH • ROBERT RYAN
in HAL WALLIS' production
"ABOUT MRS. LESLIE"
Paramount Pictures

ADVERTISED IN THE JULY ISSUE OF Redbook
• 2,097,119 Circulation . . . Highest in history
THE MAGAZINE FOR YOUNG ADULTS

Personal Mention

CHARLES MOSKOWITZ, vice-president and treasurer of Loew's, Inc., will return to New York today from Hollywood.

•

MARY PICKFORD and BUDDY ROGERS on Friday will celebrate their 26th wedding anniversary on a moonlight cruise up the Hudson River for the benefit of the George "Junior Republic."

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division manager, is in Philadelphia today from New York, and will be in Washington tomorrow.

•

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, will leave here today for the Coast.

•

E. F. CLARKE, Walt Disney studio executive, will arrive in New York today from Europe aboard the "Ile de France."

•

RUSSELL HOLMAN, Paramount Pictures Eastern production manager, has returned to New York from the Coast.

•

LOUIS ASTOR, Columbia Pictures sales executive, is in Milwaukee from New York.

•

EMERY AUSTIN, M-G-M exploitation director, left here yesterday for Rochester.

•

CESARE GIROSI, producer for Titanus Films of Rome, arrived in New York by plane yesterday from Italy.

•

YVONNE DE CARLO will leave here today for London via B.O.A.C. Monarch.

•

MICHAEL MINDLIN, JR., advertising and publicity director of Lopert Films, is on a trip to Europe.

•

SPENCER TRACY will arrive in New York from Europe on Tuesday.

Festivities Precede 'Caine' Debut Here

The world premiere of Columbia's "The Caine Mutiny" at the Capitol Theatre tomorrow morning will be preceded by a special pre-premiere breakfast and parade.

Approximately 60 winners of "Caine Mutiny" contests conducted by 10 disc jockey radio and television programs in New York will be guests at the breakfast beginning at 8 a.m. in the Hotel Statler's East Room. Also present will be 12 radio and television personalities who were sponsors of the contests, as well as Robert Francis and May Wynn, who have the romantic leads in "The Caine Mutiny."

Following the breakfast, the stars and their guests will join a motorcade up Broadway that will be met at Times Square by a U.S. Navy band and escorted the rest of the way to the Capitol Theatre.

Circuit Operators Sign, Says Makelim

HOLLYWOOD, June 22.—Hal R. Makelim, who last week addressed the board of directors of Theatre Owners of America, today disclosed that several individual members of the board have signed contracts for the Makelim plan, and that others are close to signing.

Among those who have signed, said Makelim, are John Rowley, of Rowley United Theatres, Dallas; Charles Gilmour, of Gibraltar Enterprises, Denver, and the James J. Rosenfeld circuit of Salt Lake City.

Says Japan Extends World Film Market

Masaichi Nagata, president of the Daiei Motion Picture Co. of Tokyo, announced his intention of making four or five pictures per year specifically aimed at a foreign market, preferably the United States, at a press conference held here yesterday.

Following the conference, Nagata, as guest of honor at a Motion Picture Association luncheon, declared that he felt Japan would make a "sufficient economic recovery" to permit the import and export of motion pictures on a "free trade basis" in three years.

Introducing Two Films

Nagata indicated that in addition to scouting the potential U. S. market, he was in this country to introduce "Gate of Hell," the first Japanese film to be shot in a new fast color film by Eastman, and "Sansho Dayu" in black-and-white.

Nagata explained that under the present distribution set-up in Japan, each of the five major producers has its own first-run houses. These, added to the independent exhibitors, total 3,500 theatres, he said. Since about 180 foreign films are imported each year, and independent producers make only 20 to 30 pictures, the major producers must make a total of about 230 pictures to keep the exhibitors supplied with product, he said.

Warner Going to Italy On 'Troy,' 'Pharaohs'

HOLLYWOOD, June 22.—Jack L. Warner, vice-president of Warner Brothers, will leave at the weekend for New York enroute to Rome, Italy, where he will confer with Howard Hawks, producer-director of "Land of the Pharaohs," and with Robert Wise, director of "Helen of Troy," films characterized by the company as two of the most important in the history of the organization.

Warner will view the full footage and first assembly of the two CinemaScope and WarnerColor productions. He will also witness the filming of some of the spectacle scenes for "Helen of Troy."

During his brief stop in New York enroute to Italy, Warner will meet with home office executives on the production program now in full swing at the Burbank studios.

Todd-AO

(*Continued from page* 1)

valling the CinemaScope breadth of sweep and depth of focus. Closeups of heads and faces were shown in a manner unequalled by any other method in point of definition, color and contour.

The demonstration was conducted by Dr. Brian O'Brien, head of the American Optical Co. research staff. The picture was projected in a two-to-one aspect ratio on a screen 51 feet wide by 25 feet high, curved so that the center point of the screen was indented 13 feet.

The three cameras now in use were submitted to the press for inspection at the conclusion of the demonstration, and Dr. O'Brien said their cost is substantially the same as other cameras.

Camera Pull-Down Faster

The 65mm. film used in the Todd-AO process exposes three and one-half times as much area as the standard 35mm. camera, it was pointed out. The camera's rate of pull-down is 30 frames per second instead of the usual 24. There are five sprocket holes to the frame, instead of the usual four, and the film carries seven sound tracks, one of which is a control track. The film shown today was in Eastman color.

The new projectors, now being manufactured by the Phillips Co., of Holland, will accommodate both the 65mm. film of the Todd-AO process and the standard 35mm. film interchangeably. It is expected that they will cost about $4,000 each.

The company said that today's demonstration will be the last to be held until after the production of "Oklahoma."

RKO Radio Sales Chiefs to Chicago

NEW ORLEANS, June 22.—After concluding sales talks with division and district managers and attending a demonstration of the Superscope lenses, RKO Pictures home office executives left here for Chicago for the second in a series of two-day sales meetings.

Headed by Charles Boasberg, general sales manager, and J. R. Grainger, president of RKO Radio Pictures, the home office executives will meet at the Blackstone Hotel in Chicago today to discuss current and future product with other division and district sales personnel.

At the sales meetings held here, the executives attended a screening of "Susan Slept Here" and were shown film sequences from "Son of Sinbad" during the SuperScope lenses demonstration which was conducted by Joseph Tushinsky. It was announced that "Susan Slept Here" will have its world premiere in San Francisco on July 14.

'Hobson' Grosses $16,000

"Hobson's Choice" has registered $16,000 at the Paris Theatre here during the first week of its engagement, William J. Heineman, United Artists vice-president, said yesterday.

Tax Issue

(*Continued from page* 1)

and one half cents; five per cent. However, with the major fraction, the tax would actually amount to three cents, or six per cent.

Industry counselors, exhibitor spokesmen revealed, are looking into the problem with view to challenging the seeming irregularity.

Meanwhile, theatre owners received a waiver from the City Comptroller permitting them to use their present supply of tickets, even after the tax becomes effective July 1.

Tickets will require no stamped markings indicating the rise in admission, they said. Indication of the rise must, however, be visible at all box offices, according to the city-granted waiver.

Here is a breakdown of the New York City five per cent amusement tax as it applies to theatre admissions in excess of 10 cents. The law goes into effect July 1.

Adm. (cents)	Tax
11-29	one cent
30-49	two cents
50-69	three cents
70-89	four cents
90-1.09	five cents

Although admissions of ten cents or less are tax-free, the levy will cover the first ten cents of any taxable admission. For instance: if the admission is 50 cents, the entire amount will be taxable, not excluding the first 10 cents.

No increases in admissions are expected at present by local exhibitors, according to spokesmen. However, Emanuel Frisch, president, Metropolitan Motion Picture Theatre Assoc., recently predicted that the tax would "definitely and positively be passed on to the movie-going public."

Frisch said: "There isn't a neighborhood movie in town making a five per cent profit. How can anyone of them absorb this levy?" Frisch made the statement at a recent meeting of company presidents and theatrical union officials in the New York offices of the Motion Picture Association of America.

Rigid Censorship Urged by Pope

ROME, June 22.—Roman Catholic film commissions were urged by Pope Pius XII to be firm in condemning immoral films and not to be dissuaded by artistic merits or the interest of their subjects.

The Pope's message was sent to the International Cinema meeting in Cologne, Germany by Vatican secretary Giovanni Montini.

George Stevens, 63

CLEVELAND, June 22. — George Stevens, 63, a local theatreman for 30 years, died in Euclid-Glenville Hospital here yesterday after an illness of more than five years.

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See How It Happened!

in the "VALLEY OF THE KINGS"

TODAY'S HEADLINES COME TO LIFE IN THE

Timeliest, Most Thrilling Picture of the Year!

Ask your M-G-M Branch or Field Representative for this exciting advance

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M-G-M's SPECTACULAR ROMANCE FILMED IN EGYPT!

"VALLEY OF THE KINGS"

starring

Robert TAYLOR · Eleanor PARKER · CARLOS THOMPSON

with KURT KASZNAR · VICTOR JORY · and SAMIA GAMAL

written by Robert PIROSH and Karl TUNBERG · Suggested by Historical Data in "Gods, Graves and Scholars" by C. W. Ceram · PHOTOGRAPHED IN EASTMAN COLOR · PRINT BY TECHNICOLOR

Directed by ROBERT PIROSH

Don't Miss it! IN EXOTIC COLOR!

"THANKS, EGYPT, for the Best Promotion Campaign of the year!"



The timing is perfect! Just when M-G-M begins to launch "VALLEY OF THE KINGS," the Year's BIGGEST Adventure Drama, Egyptian scientists discover ancient treasures. And the news is on every Front Page everywhere in the world! "VALLEY OF THE KINGS" was filmed on the scene of the widely publicized discovery! And M-G-M's spectacular sensation parallels in many ways the true-life episodes.

CASH IN ON THIS GREAT ATTRACTION WITH THIS SHOWMANSHIP ANGLE! FREE ONE-SHEET (*see above*) FOR ADVANCE LOBBY USE! Thanks, Egypt! Let's go, America!

National Pre-Selling

COLUMBIA'S "The Caine Mutiny" and "Hell Below Zero" are being advertised in action-packed color ads in the June 21 and 14th issues of "Life."

Paramount's "About Mrs. Leslie" starring Shirley Booth is being promoted by a striking column ad in the current issue of "Life."

In the same issue "Unconquered," the story of Helen Keller, is reviewed. "For nearly all her 74 years Helen Keller, who was stricken deaf and blind in infancy, has been shut up in a world of soundless night."

Many photos from the pictures are displayed on three pages.

•

An eye-compelling full-page ad on UI's "Magnificent Obsession" appears in the July issue of "Woman's Home Companion."

In the same issue "About Mrs. Leslie," "Her Twelve Men" and "The High and the Mighty" are among the pictures recommended and reviewed by Philip Hartung.

•

"99 River Street," starring John Payne, receives a substantial plug in a full page four-color page ad in the current issue of "Look," that advertises Van Heusen shirts.

•

"The Man With a Million" was chosen as the picture of the month for July by Florence Somers of "Redbook" and is a candidate for the annual Silver Cup Redbook Award.

•

Fred Sammis, editor-in-chief of "Photoplay," very rarely writes an editorial on a picture. But a picture impressed him so deeply that he wrote the following message directed to motion picture patrons for the July issue:

"MOVIES *ARE* BETTER THAN EVER."... And 'The Caine Mutiny' is another of several excellent films that have come along this year to prove it!

"It's fun to see two newcomers, Robert Francis and May Wynn, introduced to screen audiences in a fine tender love story. It's rewarding to see Humphrey Bogart, Van Johnson and Fred MacMurray in such splendid roles—they've never been better.

"When you're in need of relaxation, in need of shedding the cares of the day, there is nothing better than a good motion picture to take you out of this world. We highly recommend 'The Caine Mutiny' as the film that can do it."

WALTER HAAS



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Improved 'Scope Draws Praise

(*Continued from page* 1)

demonstration here, stated that the average budget of the forthcoming product was $2,400,000 per picture with many of the films to be released "within a year."

The first part of the CinemaScope demonstration film which is narrated by 20th-Fox production head Darryl F. Zanuck, offers a side-by-side comparison of four-track, high-fidelity magnetic stereophonic sound with one-track magnetic sound and one-track optical sound. The second part of the film demonstrates the clarity of image at edges and overall, depth of focus and improved sense of audience participation achieved by the newly developed photographic lenses.

Top Product Included

The demonstration film included sequences from the Pasadena, Cal., Rose Bowl parade, "Broken Lance," "A Woman's World," "Untamed," "There's No Business Like Show Business," "Garden of Evil," and "The Egyptian." Some of the future CinemaScope productions which Zanuck mentioned are "Desiree," "A Man Called Peter," "Lord Vanity," "Daddy Long Legs," "Prince of Players," "The Racers," "The Left Hand of God," "Sir Walter Raleigh," "Black Widow," "The Gun and the Cross," "The Enchanted Cup," "The Queen of Sheba," "Katherine," "Alexander, the Great" (new title "Alexander, the Conqueror"), "The Girl in the Red Velvet Swing," "Jewel of Bengal," "Tigero," "The Wandering Jew," "Pink Tights," "The Man Who Never Was," "Saber Tooth," "The Tall Men," "The Iron Horse," "The Seven Year Itch," "The King and I" and "The Greatest Story Ever Told." Zanuck also mentioned the CinemaScope production of other companies.

Comments from both exhibitors and film company executives were almost uniformly enthusiastic. Leo Brecher, one of the many theatremen in attendance, declared that "It was a very fine show." Ernest Turnbull, managing director of Hoyts Theatres, Ltd., Australia, was "terrifically impressed." The technical improvements in CinemaScope are revolutionary, he said.

Tom Connors, head of Tom Connors Associates, said that "the lineup of product demonstrated here is a tremendous encouragement to the whole industry."

'Better Than Ever'

Ned E. Depinet, exuding enthusiasm, said: "I am very high on the future of the industry after seeing these samples of the forthcoming product and the further advances in the new techniques. Picture quality, sound, color, story values, everything is better than ever."

Leo Jaffee, Columbia Pictures vice-president, was "very impressed." Sam Rinzler of Randforce Circuit said that the CinemaScope film was "very good." Sam Goodman of Century Theatres declared: "What they have shown is tremendous. It's the greatest thing for the industry to see such product coming." Wilber Snaper of Allied States Association said the film was "very encouraging."

Loew's vice-president, Joseph Vogel, said: "It looks though Fox has great pictures coming up. Very impressive new lenses." Sol A. Schwartz of RKO Theatres stated: "It's great, it's terrific." William A. White commented: "What can be greater than CinemaScope. Only the new project with its vastly new techniques which I am sure mean greater benefits." Ed Blackman said that "the photography and depth of focus is something to behold."

General Exhibition Soon

William C. Gehring, executive assistant general sales manager of 20th-Fox, disclosed that the CinemaScope demonstration reel on the latest technical achievement of that medium will be "trimmed" and made available for general exhibition shortly.

The executive body and the board of directors of the Theatre Owners of America, convening at the Beverly Hills Hotel in Los Angeles last week, also went all-out in praise of the CinemaScope demonstration film which was specially screened for them at that time by Lichtman. Their comments were recorded and added to the demonstration reel as a "trailer."

'Extremely Impressive'

Walter Reade, Jr., TOA president, stated that it "was extremely impressive and 20th Century-Fox is to be congratulated on its lineup of product and the confidence expressed for the future and in the progress of the industry." Other TOA officials and exhibitors at the West Coast meeting, R. J. (Bob) O'Donnell, Myron Blank, Nat Williams and others also expressed highly favorable comments.

Acting on the suggestion of Blank and Harold Field, 20th-Fox studio manager Sid Rogell sent a Fox Movietonews camera crew to the TOA conclave and recorded the comments of other TOA members as well.

Fox Engineers Plan 'Scope on 16 mm

Twentieth Century-Fox engineers have been given the "green light" in planning the presentation of CinemaScope on 16 mm. film, William C. Gehring, executive assistant general sales manager of the film company, disclosed here yesterday.

TV Group Asks Gov't Aid

(*Continued from page* 1)

among other things, removal of the 10 per cent excise tax on UHF television sets.

The film memorandum was filed by Pierson and Ball, counsel for a group of 82 very-high-frequency television licensees. They said that one of the more important sources of TV programs is film, and that "much could be done to increase the quantity of film now available for television programs by the adoption of certain tax inducements."

Two Program Sources Seen

The memo said there are two sources of film programs for television today: the thousands of reels held in storage by film companies, and special programs currently produced specifically for television release.

So far, the memo continued, TV stations have not had much success in obtaining old films from motion picture companies. It said one reason was that the companies apparently feared exhibitor reprisals, but added that "this resistance of the motion picture companies to releasing film to television seems to be slowly breaking down and will perhaps be not too serious a problem in the near future."

One problem which will remain, the subcommittee was told, is that film companies often seek a price for their films that is prohibitive for television stations. The memo suggested that Congress might help reduce the price of these films by giving the film companies certain tax advantages.

Pierson and Ball pointed out that the internal revenue service has ruled that any profits on the sale of films—rather than on rental—must be taxed as ordinary income. Since most old films have been amortized to zero value, this means film companies must pay the full 52 per cent corporate tax rate on any profits from the sale of films. The memo suggested that Congress permit profits on the sale of films to television stations to be taxed as capital gains, subject to much lower tax rates than ordinary income.

Only for One or Two Years

It was further suggested that this special tax treatment be available only for one or two years, to make sure it applied only to films already in inventory rather than to new films.

"Such a short term might tend to spur the motion picture companies to sell some of the film product now held by them in the immediate future, which is the period of greatest need," the memo said.

BMI Music Pacts

(*Continued from page* 1)

operated for a period of not more than 26 weeks during a contract year, applicable rates are cut in half.

The rates for conventional houses are: Up to 600 seats, $5; 601 to 1,200 seats, $7.50; 1,201 to 1,500 seats, $10, and over 1,500 seats, $15.

For drive-ins: Up to 200 cars, $5; 201 to 400 cars, $7.50; 401 to 500 cars, $10, and over 500 cars, $15.

Color TV Forum Heads NTFC Meet

A panel of advertising agency representatives and film producers headed by Dr. Alfred N. Goldsmith, outstanding electronics engineer and consultant, will discuss the problems of films for color television at a luncheon meeting of the National Television Film Council at the Warwick Hotel tomorrow, Melvin L. Gold, NTFC president, announced here yesterday.

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At N. Y. CinemaScope Showing







MORE than 2,300 showmen and executives of the New York metropolitan area turned out yesterday to witness 20th Century-Fox's report in the form of a 66-minute film on (a) improved four-track, high fidelity magnetic stereophonic sound compared with one track magnetic sound and one track optical sound; (b) the improvements in picture clarity and realism made possible by the new Bausch & Lomb anamorphic camera lenses, and (c) important forthcoming 20th-Fox product using both those advances. Among those at the Roxy showing pictured above, (l. to r.) are: Joseph R. Vogel, head of Loew's Theatres operations, with Alex Arnswalder, 20th-Fox New York manager; (center), Abe Dickstein of the 20th-Fox New York staff with Wilbur Snaper, New Jersey Allied president, and (right) Sam Rinzler, Jr., of the Frisch & Rinzler circuit, with Ed Fabian of Stanley Warner Theatres.

The New—Improved

By SHERWIN KANE

TWENTIETH CENTURY-FOX demonstrated here and in Hollywood yesterday, and will be demonstrating in all key cities in the coming days, what has been happening to stereophonic sound and CinemaScope camera work in the past year.

There is good news for showmen and for the industry at large in both the improvements in four-track stereophonic sound and in picture realism made possible by the continuing efforts to improve the new CinemaScope process.

Moreover, the apparent audience appeal in the new 20th-Fox product utilizing the improved lens and sound is so apparent in the footage from the new productions included in the company's demonstration film that showmen everywhere will be enthused at the prospect of seeing the completed productions on their own screens.

•

But perhaps of greatest significance is the evidence supplied by the current demonstration that 20th-Fox is not content to "stand pat" on the place in the market it has established for CinemaScope to date. The company is serving notice that it will be on the search continuously for methods of improving its new process.

Nor will it be content with technical improvement. For, as Darryl Zanuck asserts in the demonstration film which he narrates, the company is fully aware that ultimate production success rests not so much with the process used as with the story to be presented. The process can enhance a story, add to its realism, its atmosphere, dramatic values, sense of audience participation. But it cannot make a good play of a bad one.

•

The footage shown from the ambitious and exciting 20th-Fox releases to come bears eloquent testimony that this has been well kept in mind.

The technical advances are remarkable. Exhibitor reaction to the samples of product to which those advances have been applied indicate that the effect on the box-office will be equally remarkable.

'Scope Comparative Reel

(Continued from page 1)

this is particularly noticeable in a shot wherein a large cactus is in the foreground, the action in the background.

As in all the long-shot sequences, the images and objects in the background are as clear as those in the foreground, a factor that was not always true in the earlier CinemaScope pictures. Then, too, these latest releases by 20th-Fox give a better relative definition at the edges of the field, a point that created some criticism in the initial CinemaScope productions.

The panoramic effect again is accentuated in scenes from "Untamed," produced in South Africa; in fact, this story still is in production. A raid by Zulu natives on a wagon train is particularly effective and here, too, the incorporation of stereophonic sound adds much to the realism as the howling Zulus swarm across the screen.

Highlight scenes from "A Women's World," "There's No Business Like Show Business," "Garden of Evil" and "The Egyptain" also are presented. While each of these shows an improvement over the CinemaScope presentations of the first few in the medium, it is "The Egyptian" that appeared to stand out as the last word in panoramic sweep. This may be because it was shot in its entirety with the new, improved Bausch & Lomb lens.

The comparative presentations of "old sound" with stereophonic is effective. A clap of thunder, a speeding streamlined train and a trio of saber jets provide an adequate comparison.

Such comparisons also are offered in repeating the same scene three times from a sequence in "Untamed." A meeting of horsemen in mid-stream is first presented on the standard screen dimensions and single-track sound; then in 1.85 to 1 and finally in CinemaScope's 2.55 to 1. These shots do much to tell the wide-screen story.

In offering "The Advancing Techniques of CinemaScope," 20th-Fox has a mammoth, hard-selling trailer that should accomplish its purpose.

700 Applaud Coast Exhibit

HOLLYWOOD, June 22.—Upwards of 700 members of the exhibition, production, distribution and public relations branches of the film industry attended 20th Century-Fox's special CinemaScope demonstration this morning at Hollywood's Chinese Theatre. There was also a substantial turnout of the lay press and wire services. Four times during the demonstration, which was preceded by a brief address by Spyros Skouras, 20th-Fox president, the assemblage vigorously applauded scenes and sequences photographed with the new CinemaScope lenses. In the foyer, lobby and adjacent parking lot where attendees congregated following the demonstration, comment was highly commendary both for quality achieved by the new lenses and for the size and richness of the story properties listed as forthcoming.

W. R. W.

Altec-Installed Units For the Reade Circuit

A contract has been signed between Walter Reade Theatres and Altec Service Corp. covering all theatres in the Reade circuit. The pact, which is effective July 5, and which was negotiated by Marty Wolf, assistant general sales manager of Altec, and Edwin Gage, vice-president of the Reade organization, provides for the servicing of optical and stereophonic sound equipment in all of the 26 Reade houses, which are located in New Jersey and New York.

The Reade circuit includes 20 regular type theatres and six drive-ins.

Enjoy full profit from CinemaScope shown in its full appeal!...use only Bausch & Lomb Lenses created specially for CinemaScope

SEE YOUR
20th CENTURY-FOX
REGIONAL DEMONSTRATION

See! Hear! Important facts you should know about amazing advances in CinemaScope. Why it's better than ever on film . . . better on your screen! See CinemaScope shown in its full brilliance, sharpness, color, and commanding full dimension . . . with Bausch & Lomb Lenses. Be sure to attend. Watch for your invitation during the next few weeks.

Your screen shows the difference . . . your boxoffice figures the difference in pay-off. Proof? *Over 90% of the theatres showing CinemaScope* use Bausch & Lomb lenses and cylindrical anamorphic attachments. These theatres put their faith in Bausch & Lomb exclusive know-how . . . gained from creating and producing the first practical CinemaScope optical system . . . from Baltar filming lenses and anamorphic attachments, to the new Super Cinephor f/1.8 projection lenses. More proof? Ask your dealer for actual lens-by-lens comparison proof that Bausch & Lomb is best by far. Bausch & Lomb Optical Co., 741 St. Paul St., Rochester 2, N. Y.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 121 NEW YORK, U.S.A., THURSDAY, JUNE 24, 1954 TEN CENTS

PARA. TO APPEAL SALT LAKE INJUNCTION ON FIRST RUNS

SALT LAKE CITY, June 23.—Federal Judge Willis W. Ritter's injunction providing that the Salt Lake City area be divided into two zones to determine how Paramount's first-run pictures be distributed was ordered stayed for 10 days to permit Intermountain Theatres, Inc., the film company and American Broadcasting-Paramount Theatres to file an appeal with the 10th Circuit Court of Appeals in Denver.

The injunction was issued after anti-trust jury proceedings were heard in which Village Theatres, Inc., charged that Paramount was discriminating against the Villa Theatre here. The house was awarded $60,000 triple damages. The court also ordered that bids be opened before all interested parties before being awarded.

Judge Ritter fixed the attorney's fees at $27,500 and court costs at $9,700, both to be paid by the defendants. Motion for a retrial was denied. The Intermountain Theatres, AB-PT and Paramount Pictures were also ordered to post a bond of $107,200 which includes estimated appeals costs.

VV Wins Praise at Tokyo Presentation

TOKYO, June 23.—The first Far Eastern demonstration of VistaVision, Paramount's medium of production and wide-screen presentation, was held here yesterday at the Ernie Pyle Theatre in separate Japanese and English versions to two separate standing-room-only audiences of exhibitors and newspapermen.

Exhibitor delegations attended the demonstration, conducted by actor William Holden and Paramount studio technical expert Louis Mesenkop, from all parts of Japan.

Following the screening, Ohno Shochiku, exhibitor board director,

(*Continued on page* 4)

Mobile Units to Plug 'Egyptian' Nationally

Charles Einfeld, vice-president of 20th Century-Fox, revealed yesterday before embarking for Europe that one of the largest national TV and newspaper advertising campaigns in the company's history has been set on "The Egyptian," and that a cross-country tour of two mobile exhibits will start July 6 to pre-sell the CinemaScope picture three months in advance of release.

The film company executive, who left aboard the S. S. Flandre, will spend the next six-weeks meeting with leading European theatremen and government officials charting interna-

(*Continued on page* 4)

Completing Study

N.Y.C. 5% Tax Validity Data Ready Tomorrow

The Bird commission, recently appointed by Gov. Thomas E. Dewey to study the validity of New York City's five per cent amusement tax, will have "all available data organized and ready for consideration" by tomorrow, according to Frederick L. Bird, committee chairman.

The Dewey study was undertaken a week ago by the Temporary State Commission on Fiscal Affairs of State Government, in response to a plea for help sent to him by the local industry's emergency management and labor committee. The industry message advised the governor that it was felt that passage of the tax would be "tantamount to confiscation."

The figures, after being collected by the committee's research staff, will then be analyzed and studied in preparation for a formal report to Governor Dewey. Bird indicated that no date could be set for the report yet, until all figures are in.

Beginning its study two days before Mayor Wagner signed it into law, the committee is evaluating three main

(*Continued on page* 4)

Ohio Exhibitors Meet Tomorrow on Unified Film Delivery Plan

CLEVELAND, June 23.—The Independent Theatre Owners of Ohio is seeking to secure lower film delivery rate for exhibitors either by negotiation with the Northern Ohio and six Southern Ohio film carriers, or by negotiating with a new transport company to handle the state on a consolidated basis. This action springs from the increased rate schedule recently put into effect with approval of the Public Utilities Commission of Ohio.

A meeting of Toledo exhibitors, first of a series, was held last week in Toledo when the subject was discussed and the statement made that a cartage company has submitted a proposal to handle film deliveries at a rate lower than that charged by the film carriers prior to their recent price boost.

A second meeting is scheduled to be held in Cleveland on Friday in the of-

(*Continued on page* 4)

Small Profit Increase Reported by A.B.P.C.

LONDON, June 23.—A.B.P.C. today declared a final ordinary stock dividend of 12½ per cent which, with the previous interim dividend, makes a total of 20 per cent for the year ending March 31 last, equalling the dividend for the previous fiscal year.

Group trading profits for the year amounted to £2,213,312, compared with £2,067,776 in the preceding year. Net profits after providing for all charges were £565,284 ($1,580,785), which compares with net of £498,077 the year before.

The company's report showed that £250,000 had been released from "provisions for taxation," and £450,000 had been transferred to the development of a reserve in connection with expenditure for equipping theatres with new projection and sound systems.

RKO Theatres Down To 3 in Cincinnati

CINCINNATI, June 23. — RKO Theatres which formerly operated eight first run houses in the downtown district here, exclusive of suburban operations, now has but three as a result of divestiture proceedings under the Federal consent decree.

RKO Theatres still holds the leases on the Capitol and Shubert but the former has been sublet to Cinerama and the latter has been closed. The lease on the Capitol has more than three years to run. The Shubert lease expires this fall. Rube Shorr now operates one of the former RKO houses, another is closed and a fifth has been demolished.

The one-time extensive RKO operations here were acquired originally from Ike Libson.

Hope for U.S. Action

C.E.A. Annual Convention Talks Global Theatre Plan

LONDON, June 23—The proposal that national exhibitor organizations throughout the world effect a cooperative framework by which common problems may be discussed and policies arrived at is under discussion this week at the annual convention of Cinematograph Exhibitors Association in Harrogate, Yorkshire.

C.E.A.'s general council was scheduled to explore the plan further in executive sessions during the convention and there is every likelihood that it will be brought to the floor of the convention for general discussion in the open forums before the weekend.

C.E.A. already is on record as favoring the plan and, in fact, has effected a limited working alliance with Continental theatre organizations through the Union Internationale de l'Exploitation Cinematographique in Paris. A recent show of American

(*Continued on page* 4)

New Film Faces Is COMPO Ad Theme

The newsworthiness of film personalities is the subject of the 18th in the series of Council of Motion Picture Organization advertisements which are published in "Editor and Publisher" on Saturdays.

Called "New Faces Going Places," the ad points out that films, like the newspapers, have undergone great changes in recent years not only technologically but in other aspects, one of the most interesting and continuing developments being the discovery of new personalities.

Jersey Allied Sets Sept. Convention

Allied Theatre Owners of New Jersey will hold its annual convention this year at the Concord Hotel, Kiamisha, N. Y., on Sept. 20-22. It has been the custom of the N. J. Allied unit to hold its annual meetings in Atlantic City in mid-summer.

Personal Mention

JEROME PICKMAN, Paramount Pictures vice-president in charge of advertising-publicity, will return to New York at the weekend from Hollywood.

•

SGT. KENNETH J. KANE, USMC, brother of DONALD V. KANE, of the RKO Radio legal department, will represent the Third Marine Division in the Far Eastern swimming meet to be held in the Orient in August.

•

CHARLES C. MOSKOWITZ, vice-president and treasurer of Loew's, Inc., has delayed until Monday his return to New York from the Coast.

•

RICHARD HEERMANCE, assistant to WALTER MIRISCH, Allied Artists executive producer, has returned to Hollywood from London.

•

GEORGE JESSEL, accompanied by his daughter, will sail from New York for Europe tomorrow aboard the "Ile de France."

•

E. K. O'SHEA, Paramount Film Distributing Corp. vice-president, will return to New York today from the Coast.

•

DOLPH SCHADLER, Loew's assistant treasurer, has returned to New York from Hollywood.

•

VAN JOHNSON will leave New York today aboard the "United States" for England.

•

ROBERT ALDRICH, director, will arrive here tomorrow from Hollywood.

•

DEBBIE REYNOLDS will leave New York today for the Coast.

'Seventeen' Devotes Issue to Theatre

Aeademy Award winner Audrey Hepburn headlines the cast of 30 young stage and screen personalities featured in the July "Young Theater" issue of "Seventeen." Devoted from cover to cover to a round-up of fresh young dramatic talent, the issue is believed to be the first complete entertainment number ever published by a national consumer magazine.

Fourteen articles cover a wide range of theater activities across the country and spotlight such theatrical celebrities and motion picture stars as Oscar Hammerstein II, Audrey Hepburn, Maggie McNamara, Roddy McDowell, Mel Ferrer, Pat Crowley and Chris White.

This is the first time in the 10-year history of "Seventeen" that an entire issue has been devoted to a single theme.

Harper Leaves Norling

William A. Harper, producer, director and writer with Loucks & Norling Studios here, is leaving the film firm on July 6 to devote himself to theatrical feature production. Harper was closely associated with John Norling on his 3-D process.

Select Three For Venice Festival

Three U. S. films, 20th Century-Fox's "Three Coins in the Fountain," Columbia's "Caine Mutiny" and M-G-M's "Executive Suite" have been selected for showing at the Venice Film Festival on Aug. 22, the Motion Picture Export Association announced here this week.

Senate Starts Talks on Reciprocal Trade

WASHINGTON, June 23. — The Senate began debate yesterday on the Reciprocal Trade Bill, but a crucial vote is not likely before Thursday.

The House-passed bill, approved by the Senate Finance Committee, would extend the present program for one year. A group of Democrats are seeking to extend the program for three years, and to give the administration additional power to cut tariffs. This is in line with the report of the presidential Randall Commission.

Senate majority leader Knowland (R., Cal.) predicted the Democratic move would be defeated but admitted the outcome would be very close.

Present plans are for the Senate to start debate on the technical tax bill Friday, with a Saturday session scheduled to help speed action on the measure.

Fight Film Bookings Reach Total of 1,900

The United Artists bookings of the Rocky Marciano-Ezzard Charles bout have been extended solidly through the month of July, it was disclosed by William J. Heineman, UA vice-president in charge of distribution. To fill the demand for playdates showing the title match staged at the Yankee Stadium last Thursday, 337 additional prints have been run off, bringing the total of units now in use to 667. The film was produced by Sports Films, Inc., a subsidiary of the International Boxing Club.

Over 700 key bookings have been set for the first week of release, which started last Friday, and more than 1,200 dates are slated for first-run houses during the second week.

Shuff Elected 8th IATSE vice-pres.

John A. Shuff of Akron has been elected eighth vice-president of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the U. S. and Canada, at a meeting of the general executive board held here.

Shuff, business agent of Local 363 in Akron, succeeds Roger M. Kennedy of Detroit, who died on March 19.

To Bow at Trans-Lux

"Victory at Sea," NBC Film division production about World War II, will have its New York premiere at the Trans-Lux 60th St. Theatre following the house's current attraction.

2 Baltimore Houses Become Art Theatres

BALTIMORE, June 23. — Two major subsequent-run theatres here are changing over to the art-films policy. They are the Centre, where renovation starts July 1, and, when reopening the first week in August, will be known as Cinema Centre.

M. R. Rappaport, general manager of the I. A. Rappaport interests, announced the theatre has been taken over from Morris Mechanie. The Rappaports already operate the Town, Hippodrome and Little.

The other house is the Linden, which closes this week for remodeling. It will open July 30 as The Cinema, according to Howard Wagonheim, vice-president of the Milton Schwaber Theatre which owns the Linden. Plans call for a complete rennovation and re-seating.

Young Press Mgr. For Screen Gems

Frank Young has been named press manager of Screen Gems, Inc., subsidiary of Columbia Pictures, according to an announcement by Ralph Cohn, vice-president and general manager. In this capacity Young will have full responsibility for the company's publicity and report to Elihu E. Harris, director of the advertising and promotion department.

Prior to joining Screen Gems, Young handled publicity for the radio and television department of the National Foundation for Infantile Paralysis. He was with the National Broadcasting Co., for three years as public relations representative and director of the press department.

'Moon' Case Verdict Reserved in Kansas

KANSAS CITY, Kans., June 23.— The Wyandotte District Court has taken under advisement a suit by United Artists and Holmby Productions to compel the Kansas State Board of Motion Picture Review to allow "The Moon is Blue" to be shown in Kansas without deletions. The case was heard here yesterday and the judge indicated that he would return his findings in two months.

A member of the board testified that the board's objections were on items of dialogue rather than to particular scenes.

D'Arcy in New Post

E. W. D'Arcy, formerly vice-president and chief engineer of DeVry Corp., has joined the staff of Federal Manufacturing & Engineering Corp. D'Arcy is a fellow of the Society of Motion Picture and Television Engineers and chairman of its magnetic sound sub-committee.

'Sea' to Rank

"The Sea Shall Not Have Them," starring Michael Redgrave, Dirk Bogarde, Anthony Steel, Nigel Patrick, and Bonar Colleano, will be released under the banner of the J. Arthur Rank Organization. It is being produced by Major Daniel M. Angel and directed by Lewis Gilbert.

250 'Caesar' Dates Grossed $4,000,000 In U. S., Canada

In less than 250 U. S. and Canadian engagements to date, M-G-M's "Julius Caesar," now completing subsequent run engagements, has grossed close to $4,000,000, the film company reported here yesterday.

The Shakespearean film, M-G-M said, has been playing to above average audiences. Loew's Theatres advertised it as a "thriller about gangsters in togas, a story of violence, intrigue and murder." In Italian neighborhoods, the film was particularly popular as a story of "lusty Rome."

MGM Staging 'Kings' Premiere in Egypt

M-G-M's "Valley of the Kings" will have its world premiere on July 21 in the two Metro Theatres in Cairo and Alexandria, Egypt, it was announced here yesterday by Loew's International.

The staging of the premiere in Egypt is the first ever to take place there and it honors the recent discovery in the shadow of the Pyramids of Cheop's 5,000-year-old funerary ships. The roster of distinguished guests exepected to attend includes Premier Nasser and members of the diplomatic corps, representatives of Egyptian archaeological circles and high society.

Employment at U-I At All-Time High

HOLLYWOOD, June 23.—Reversing the general trend reported in Hollywood studio employment over the past two or three years, Universal-International, with seven pictures shooting, has touched its all-time high in employment, with 2,146 individuals now on the payroll. The increase, reaching a peak this week with two new films going into production, reflects gains in all departments, the company said.

Mid-Central Allied to Hear Makelim Mon.

HOLLYWOOD, June 23. — Mid-Central Allied Independent Theatre Owners has set June 28 as the date for a special meeting at the Fox Theatre, St. Louis, to hear Hal R. Makelim discuss his production plan. The meeting will be the first on Makelim's second swing around the country.

'Caine' Stars Tour

Robert Francis and May Wynn, the leads of Columbia's "The Caine Mutiny," who have been active in promotion of the Technicolor film in New York for several weeks, open exploitation tours on behalf of the picture today. The players will appear together in five cities and will do solo appearances in other towns, covering a total of 11, with the possibility of more cities being added to the itinerary.

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"THEM"

BEATS

"BEAST FROM 20,000 FATHOMS"

WARNERS

"THEM!" STARRING JAMES WHITMORE · EDMUND GWENN · JOAN WELDON · JAMES ARNESS · WITH ONSLOW STEVENS SEAN McCLORY · CHRIS DRAKE

Screen Play by TED SHERDEMAN · Music by Bronislau Kaper · Produced by DAVID WEISBART · Directed by GORDON DOUGLAS

'Egyptian'

(Continued from page 1)

tional premieres of Darryl F. Zanuck's first personal production in CinemaScope.

The video segment of "The Egyptian" campaign will cover some 160 key markets across the nation several weeks in advance of specific openings of the lavishly-mounted production. Spots of 60- and 20-second duration, open-end to permit local playdate identification, will be programmed to bracket top network shows as well as popular local programs.

Scheduling of TV spots is planned to reach all audience groups via day-and-evening programming. Trailer footage will also include actual scenes from "The Egyptian," as part of the company's new TV trailer program.

300 Newspapers to Participate

More than 300 newspapers across the country will participate in the advertising campaign being drawn-up on "The Egyptian." Plans call for insertions, ranging from 1,000 to 1,200 lines each, to appear the Sunday a week before opening and the Sunday current with the film's debut. The two weekend insertions will be in conjunction with upped ad linage during the pre-opening and first weeks of playdates.

Local exhibitor tie-ins with newspapers, TV and radio stations are designed to bulwark local and regional campaigns and generate audience impact.

The truck ballyhoo will be the largest of its kind in 20th Century-Fox's history, Einfeld disclosed, with hundreds of large and small cities alike to be visited by the mobile exhibit during July, August and September.

One truck will cover the Northern section of the nation; while the other will be routed through the Southern states. Highlighting the exhibits-on-wheels will be the appearance of two starlets, one in each van, who appear in the picture. To be attired in Egyptian costumes, the girls each will take charge of two lion cubs, and will meet the press and appear on TV and radio with them in towns visited by the trucks.

'La Ronde' Cleared By Chicago Police

CHICAGO, June 23.—"La Ronde" has won a permit to be shown here without cuts in the film after having been banned earlier on the grounds that it was "immoral." The Chicago Police Censor Board viewed the film again at the request of Police Commissioner Timothy O'Connor.

The film probably will be shown at the World Playhouse, pioneer art film theatre.

'Malta' Here July 16

United Artists' "Malta Story," will have its American premiere on July 16, at the Guild Theatre here.

LOOK TO FILMACK FOR THE FINEST ANNOUNCEMENT TRAILERS
ALWAYS GOOD! ALWAYS ON TIME!
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Review

"Susan Slept Here"

(RKO) *Hollywood, June 23*

AN admirably selected cast headed by Dick Powell Debbie Reynolds, Alvy Moore and Glenda Farrell make this RKO film color by Technicolor, "Susan Slept Here," a fast and flippant comedy which should rock a theatre's foundations repeatedly from invoked laughter. Alex Gottlieb's slick and tricky script, taken from his own and Steve Fisher's stage play about Hollywood, is a moving story which never lets down and is tip-top in all respects, from production to direction.

Powell is set up by the screen writers as an Oscar-winning writer to whose swank apartment on Christmas Eve vice-squadders bring juvenile delinquent Miss Reynolds as "research material" for his next film, and also, to keep her from spending Christmas in jail. He is reluctant to keep her but circumstances conspire to give him no alternative, so Miss Reynolds spends the night, decorously enough. This is only the beginning of complications which multiply fantastically before ultimate discovery by Powell that the wedding he goes through with her so that she is not jailed, is the best idea that he has had in a long time and both decide to make it permanent.

Performance by Powell is totally successful and Miss Reynolds' acting is easily her best to date. Anne Francis is highly pictorial and adequately expert as Powell's fiancee. Moore is rock-sure with stone-faced humor, and Miss Farrell sparks every scene she is in. It was produced by Harriet Parsons and Frank Tashlin directed.

Some situations and dialogue tip-toe along the border-line between good taste and not so good, but no one save those who think that 17-year-old girls should not marry men twice their age are likely to interpret what goes on as other than amusing.

Running time, 97 minutes. General classification.

W. W.

Film Delivery

(Continued from page 1)

fices of ITOO president Horace Adams. Adams stated that the Northern Ohio film carriers are invited to attend this meeting and present their side of the story.

The exhibitor committee appointed to meet in Adams' office on Friday consists of Martin G. Smith of Toledo, past president of ITOO; Harold Raives, Schine booking manager; Joe Lissauer, of the Skirball Bros. circuit; Horace Shock, drive-in circuit owner; Milton A. Mooney, of Co-operative Theatres of Ohio; Marvin Frankel, Elyria exhibitor, and Dick Wright, Stanley Warner theatre district manager. Northern Ohio film carriers are Film Transit Co., of Cleveland; Theatre Transportation, Toledo; E. J. Johnson, Cleveland; L. C. Gross, Cleveland; Leonard Albrecht, Cleveland; Larry Tuccio, Bellaire, and Andrew Tweed, Columbus.

Show WB Program Reel Worldwide

Jack L. Warner's CinemaScope and WarnerColor presentation of forthcoming WB product, currently being shown in the U. S. and Canada, will be shown overseas as well, the company announced yesterday. It is estimated that an additional 4,000,000 persons will see the "trailer," aimed at an 80,000,000 audience domestically.

The 20-minute feature contains scenes from Warner pictures completed or presently in production. These include "Dial M for Murder," "Them," "The High and the Mighty," "King Richard and the Crusaders," "A Star Is Born," "Battle Cry," "Land of the Pharaohs" and "Helen of Troy."

Warner also enumerates in the presentation story properties to be filmed this summer and fall. They are "East of Eden," "Gown of Glory," "Giant," "The Sea Chase," "Moby Dick," "Mister Roberts," "The Silver Chalice," "Daniel Boone," "Mississippi Woman," "Daniel and the Woman of Babylon," "Strange Lady in Town" and "The Spirit of St. Louis."

VistaVision

(Continued from page 1)

declared: "The enlarged images looked very natural and remarkably clear. I am more impressed by VistaVision than by any screen process I have seen so far." Hori Nikkatsu, exhibitor board president, stated: "I was particularly impressed by the splendid feeling of depth."

The Rengo News, Far Eastern news service, reported: "The superb sharpness and remarkable feeling of depth in VistaVision surprised the audience." The motion picture critic of Shimazaki, leading newspaper, commented: "Wonderful. VistaVision satisfies every need of projection. The ratio of the screen is nearly ideal. One merit among others is that there is no disadvantage to any seat in the theatre."

Tax Validity

(Continued from page 1)

points of the tax in its effort to arrive at an impartial appraisal:

¶ What will the probable yield be? The city contends the tax would yield $5,500,000 from local houses. Previously, City Budget Dirctor Abraham Beame had estimated $9,000,000 as the yield. Exhibitors claim the yield would be no more than $3,500,000 from motion picture theatres in the city.

¶ What effects, economic and social, would the tax have on the local industry? Exhibitor and theatrical union officials have repeatedly argued to city officials that 87 theatres throughout Metropolitan New York would be forced to close their doors. They also predicted that thousands of motion picture employees would be thrown out of work, once the tax became law.

¶ Is the tax "sound" as authorized by the city? Industry counselors are currently studying the law's major fraction provision which would tax certain admissions in excess of the five per cent permitted by law.

Bird, describing his method of operation, said his staff is gathering all available data from the city and the industry, with emphasis on studying the arguments of both sides. "We are compiling the very best data we can," Bird said.

Depending on Several Sources

In addition to city and exhibitors' figures, the Bird commission is tapping Federal and state statistical sources, Bird said.

If the commission recommended or the Governor saw fit to recommend invalidation of the Wagner tax, the necessary action would have to be taken at the next regular session of the state legislature which will convene in January.

That action, presumably, would be in the form of termination of the state's authorization to the city to levy tax on admissions to amusements. The authorization was granted to state municipalities by the legislature in 1947.

CEA Global Theatre Plan

(Continued from page 1)

exhibitor organization interest in the plan has encouraged further examination of it here with a view to extending the ties to America in the near future.

In that connection, W. R. Fuller, C.E.A. secretary, and Claude Whincup, president, noted with satisfaction the action of Theatre Owners of America at its summer executive meeting in Los Angeles last week in authorizing conferences on the subject with a view to reporting back to T.O.A. at its annual convention in the fall.

It is noted here that Leonard Goldenson, president of American Broadcasting-Paramount Theatres, and a T.O.A. director, and Mitchell Wolfson, Florida circuit operator and a T.O.A. director, are visiting Europe now and may find occasion to exchange views on the plan both in Paris and here before they return to the States. In addition, C.E.A. executives are informed that Alfred Starr, a former president of T.O.A., and R. J. O'Donnell, a member of its board of directors, also may be here this summer and may extend the discussions further.

C.E.A. had hoped that one or more of the American exhibitor organization officials might have found it possible to attend this week's convention at Harrogate for the express purpose of discussing there the extension of the international exhibitors' working agreement to America. Invitations to attend were extended to American exhibitor leaders but since none was able to make the visit in time the C.E.A. officers look forward to the possibility of meetings on the subject in the not too distant future.

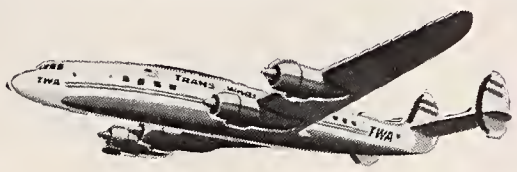
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NON-STOP



LOS ANGELES







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DAILY VARIETY DAILY

EXHIBITOR

BOXOFFICE

December 1953

"...ALL U-I FILMS INCLUDING ANY MADE IN CINEMASCOPE WILL HAVE VERSIONS IN ALL ASPECT RATIOS!"

U-I DELIVERS!

UNIVERSAL-INTERNATIONAL PURSUING ITS FREQUENTLY-STATED POLICY OF SUPPLYING *ALL* OF ITS PICTURES TO *ALL* THEATRES, ANNOUNCES "THE BLACK SHIELD OF FALWORTH" WILL BE RELEASED IN *CINEMASCOPE* AND WILL ALSO BE MADE AVAILABLE TO THEATRES WITH ALL OTHER TYPES OF CONVENTIONAL PROJECTION...



Universal-International presents

THE Black Shield OF FALWORTH

COLOR BY *Technicolor*



CINEMASCOPE PRINTS AVAILABLE WITH FULL STEREOPHONIC 4-TRACK SOUND, DIRECTIONAL SOUND OR WITH CONVENTIONAL SOUND TRACK

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 75. NO. 122 NEW YORK, U.S.A., FRIDAY, JUNE 25, 1954 TEN CENTS

Barnett Says

Industry Needs Leadership for All Segments

SMPTE Head Predicts Eventual Standardizing

WASHINGTON, June 24.—The motion picture industry needs a new leadership which will coordinate engineering programs with market requirements and customer acceptance, Herbert Barnett, president of the Society of Motion Picture and Television Engineers and executive vice-president of Cinerama, declared today.

Speaking at the annual luncheon of the Motion Picture and Television Council of the District of Columbia, Barnett said there is "a desperate need for a new kind of leadership which can bridge the vast gaps between business management, creative artists, sales and engineering, to the end that patterns of progress can be logically drawn."

"In no industry, to my knowledge," Barnett stated, "is there less coordina-

(*Continued on page* 5)

PUBLIC WILL VIEW 'SCOPE REELS

Twentieth Century-Fox's demonstration film, "The Advancing Techniques of CinemaScope," currently being shown throughout the U. S. in 33 exchange cities, will be edited into two separate 20-minute featurettes for general public exhibition, Al Lichtman, director of distribution for the film company, disclosed here yesterday.

The hour-long reel, which is to be demonstrated to the trade on a day-and-date basis by July 9 in this country, will be cut after its presentation to the industry, Lichtman said.

One 20-minute reel will deal with stereophonic sound and will be used to "educate the public," he said. The other 20-minute reel will concern forthcoming product in CinemaScope from 20th-Fox and briefly describe the new techniques of that medium, he said.

4,644 Equipped

U.S. C'Scope Installations At 400 Weekly

See 8,000 by Aug. 1 Throughout World

Approximately 400 theatres weekly in the U. S. are installing CinemaScope and stereophonic sound equipment while 4,644 theatres, as of June 18, have already installed the new medium of presentation, Al Lichtman, 20th Century-Fox director of distribution, revealed here yesterday.

Of the 4,644 theatres having CinemaScope and stereophonic sound, Lichtman said, 4,204 are enclosed or "four-wall" houses, 419 are drive-in theatres and 21 are U. S. Army houses.

It is expected that at the present rate of installation of CinemaScope and stereophonic sound equipment in theatres throughout the world, over 8,000 theatres will be able to book CinemaScope films by Aug. 1.

Concerning the overseas installations, the 20th-Fox distribution head, said that 535 theatres throughout the world have equipped for CinemaScope and stereophonic sound. "Orders on

(*Continued on page* 3)

Officials Confirmed By Oregon TOA Unit

SALEM, Ore., June 24.—The temporary appointment of Al Forman as chairman of the Oregon Theatre Owners today was made permanent. At the same time, James Clark was confirmed as secretary-treasurer. A board of directors consisting of 16 exhibitors of this area will serve the organization, which is a unit of the Theatre Owners of America.

A drive will be inaugurated shortly to increase membership and to build theatre attendance, which has fallen off here recently as a result of a strike in the lumber industry.

Decision Reserved in Ohio Censorship Suit

COLUMBUS, June 24.—Common Pleas Judge Ralph Bartlett today took under advisement following oral argument the anti-censorship injunction suit seeking to have the Ohio censorship law declared unconstitutional. The action was brought by RKO Radio Pictures, Independent Theatre Owners of Ohio, Martin Smith of Toledo and Horace Adams of Cleveland. The plaintiffs were represented at today's hearing by Harry Wright, attorney, who enlarged upon points contained in briefs previously filed in the case for his clients.

The state was represented by Assistant Attorney General Gwynne Myers, who defended the constitutionality of the law.

Industry Embittered

British Answer Eckman; Cry 'Disservice' to U.S.

By WILLIAM PAY

LONDON, June 24.—British Film Producers Association's Sir Henry French, and John Davis, managing director of the J. Arthur Rank Organization, reacted promptly to Metro's Sam Eckman, Jr.'s attack on the producers for their recently issued memorandum in support of their claim for a share of the entertainment tax remission.

In an exhaustive analysis of the Metro chief's outburst Sir Henry claims that Eckman's statement had done a disservice to the American motion picture industry. Sir Henry accuses Eckman of having misread the producers' memorandum, for the BFPA, he said, has never objected to British quota films made by American subsidiaries receiving payments from the Eady Fund. "Nowhere was there a suggestion of any kind that the principles on which the Fund is at present distributed should be modified," he says.

Replying to Eckman's assertion that the Eady scheme, already approved by the C.E.A. and which would yield

(*Continued on page* 3)

Utah Rules Privacy Laws Exempt Films

SALT LAKE CITY, June 24.—Utah's right of privacy law, under which heirs of personalities portrayed in motion pictures have been suing film companies, received a modifying interpretation from the Utah State Supreme Court.

The court ruled that the statute applies only to actual advertising or sales promotion of a collateral commodity but not to motion pictures, newspapers, books or other profit-motivated media where in the name of a deceased, a newsworthy public figure is used in the plot or story. To-

(*Continued on page* 5)

HUGHES IS AGREED ON 'SINBAD' CUTS SOUGHT BY PCA: GRAINGER

By SAM LESNER

CHICAGO, June 24.—Howard Hughes has agreed upon cuts in "Son of Sinbad" which were suggested by the Production Code Administration in Hollywood, James R. Grainger, RKO Radio Pictures president, who is here to address the company's two-day sales meeting at the Blackstone Hotel, said today.

Grainger characterized as a "sheer fabrication" a story in Sheila Graham's syndicated Hollywood column to the effect that Hughes had refused to cut any of the Sally Forrest dance sequences in "Sinbad," reported to have been objected to by the P. C. A.

It was learned, however, that "Sinbad" does not yet have the Production Code seal of approval and both Grainger and Charles Boasberg, RKO Radio general sales manager, confirming that no release date has been set for the film yet.

"It may possibly be a fall release," Grainger said.

Widespread trade interest centers in the action the company takes with

(*Continued on page* 5)

Titanus Head Here to Talk Co-production

Paying his first visit to the United States, Dr. Goffredo Lombardo, 33-year-old president and sole owner of Titanus Films and president of the Union of Italian Film Producers, will arrive today from Rome to open negotiations for Italo-American co-productions and contract for American writing, acting and technical talent for his company's 1954-55 productions. One of Italy's largest producing, distributing and dubbing organizations, Titanus recently celebrated the 50th anniversary of its founding in Rome.

Dr. Lombardo will stay in New York for a week.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from the Coast.

•

MILTON R. RACKMIL, president of Universal Pictures, has returned to New York from Europe.

•

LOTTE VORCHHEIMER, secretary to JEROME PICKMAN, Paramount Pictures advertising-publicity vice-president, and HELEN FEIBELMANN, secretary to SID BLUMENSTOCK, advertising manager, will leave here at the weekend for a vacation in Hollywood.

•

MORT BLUMENSTOCK, Warner Brothers vice-president, who has been at the home office for the past two weeks, will leave here today for Hollywood. He plans to be back in New York in about a month.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and SIMON B. SIEGEL, treasurer, will leave here over the weekend for Buffalo.

•

ANITA FOSTER, of the "Motion Picture Herald" editorial staff will leave here today to spend the summer months at Camp Homestead, West Nyack.

•

WALTER W. VINCENT, president of the Actors Fund of America, and MRS. VINCENT will leave New York tomorrow for a vacation in England and on the Continent.

•

HENRY BERMAN, M-G-M producer, and MITCHELL LEISEN, director, will arrive in New York from the Coast on July 5 and will leave here the next day for Europe.

•

COL. JOHN CROVO, manager of the Arcade Theatre, Jacksonville, has been elected to serve as the Motion Picture Council's liaison between the council and the industry.

•

STEVEN E. PERAKOS, attorney for Perakos Theatres Associates, New Britain, Conn., has been appointed New Britain police court prosecutor.

•

MURRAY M. KAPLAN, sales supervisor for Fortune Features, Inc., has left here to contact TV stations throughout the South.

•

ROBERT PERKINS, Tokyo manager for Paramount International, is the father of a boy born Sunday to MRS. PERKINS.

•

BRIAN AHERNE is scheduled to arrive here today from London via B.O.A.C. Mayflower.

•

FRANK SLAVIK, operator of the Palace Theatre, Tiltonsville, O., will close the house for the summer on July 7.

•

RICHARD CONTE is due in New York Sunday from London.

•

GEORGE J. SCHAEFER returned here yesterday from London via B.O.A.C.

•

UA-Masterpiece Suit Settled Out of Court

According to papers filed at a special pre-trial hearing here before Federal Judge John C. Knox, the injunction and accounting action brought by United Artists against Jules B. Weill, president of Masterpiece Productions, has been settled and discontinued.

The action is subject to return unless a final order is submitted before October.

In the suit, UA charged Weill had been infringing on copyrights owned by the company. Among the films which Weill said Masterpiece Productions had authority to license and sell were the following, allegedly owned by UA: "Hands Across the Sea," "You Only Live Once," "Trade Winds" and "I Met My Love Again."

House Group Votes To Extend F.U.I.S.

WASHINGTON, June 24. — The House Ways and Means Committee voted to extend the Federal Unemployment Insurance System—and Federal unemployment taxes—to firms with four or more workers for at least 20 weeks in the year.

At present, only those firms with eight or more workers for at least 20 weeks in the year are covered. The Administration has recommended covering any firms with one employe at any time during the year. Business groups strongly opposed that recommendation, and the committee vote today represented a compromise.

Four in July From UA; 'Apache' Leadoff

"Apache," leads off the schedule of United Artists pictures being released during the month of July, followed by "Adventures of Robinson Crusoe," "The Lawless Rider" and "Return to Treasure Island."

In addition to "Apache," United Artists' Independence Day release, "Adventures of Robinson Crusoe" and "Return to Treasure Island" are in color.

Classify 'Weekend' 'Adult' in Ontario

TORONTO, June 24. — "Lost Weekend," to be reissued by Paramount, has been classified as "adult entertainment" by the Ontario Board of Moving Picture Censors under the regulations of the new Ontario Theatres Act.

The same classification has been applied to the Italian picture, "Behind Closed Shutters." It cannot be shown at Saturday matinee performances.

Dervin Elected

BOSTON, June 24.—John J. Dervin, first president of the Children's Cancer Research Foundation (the Jimmy Fund), was unanimously elected an honorary Life Trustee at the annual meeting. A former chief barker of the Variety Club of New England, he is with Stratford Pictures in New York.

Pickman Asks Unity Of Selling, Promotion

HOLLYWOOD, June 24.—Unity of action by the Paramount Pictures sales and promotion forces is the objective of plans outlined here by Jerome Pickman, Paramount vice-president in charge of advertising-publicity, at a meeting of home office and studio executives and Los Angeles branch distribution personnel.

Other executives who discussed these plans, as well as forthcoming product, included Y. Frank Freeman, vice-president and studio head, and Don Hartman, executive producer.

Local Promotions Set On 3 UA Pictures

A slate of local promotion campaigns for "Apache," "The Long Wait" and "Man With A Million" has been set for the entire New England territory following a series of United Artists conferences with area exhibitors, which was conducted in Boston recently by Francis M. Winikus, national director of advertising, publicity and exploitation for UA, and Mori Krushen, UA exploitation manager.

The product-promotion forum, the second in United Artists' program of field surveys designed to adapt important campaigns to local boxoffice conditions, was attended by circuit executives and independent theatre owners in the New England area.

The initial meeting in the series of conferences to blueprint exploitation plans with exhibitors was recently held in Chicago.

Upcoming United Artists conferences with exhibitors in key exchange areas throughout the country will continue to provide maximum backing for the company's 1954 release slate of more than 50 features, Winikus said.

Shirley Booth to Get Equity Award Sun.

Shirley Booth will receive a special Actors' Equity Award at the benefit world premiere of her new Hal Wallis-Paramount picture, "About Mrs. Leslie," at the Victoria Theatre Sunday evening.

On stage to present the award before the showing of the film will be Billy De Wolfe, Barry Sullivan, John Hodiak, Kim Hunter, Adolph Zukor, chairman of the board of Paramount Pictures, and Paul Jones, representing Equity. Ben Grauer will be the master of ceremonies.

Four U-I Foreign Executives Due Here

Herc McIntyre, Universal supervisor for Australasia and the South Pacific; Arthur Doyle, supervisor for the Far East and Eastern Asia; Karl Jungmarker, manager in Sweden, and W. A. Hislop, New Zealand manager, will arrive in New York over the weekend for home office conferences with Americo Aboaf, foreign manager. A trade press conference has been scheduled for the four visitors for Monday.

So You Think Titles Can Be Confusing!

The way titles can be confusing is illustrated in this gem from "Motion Picture Herald's" issue, out today:

Martin Smith, exhibitor of Toledo, O., questioned the title of the upcoming MGM attraction, "The Last Time I Saw Paris," based on the novel by F. Scott Fitzgerald. Mr. Smith, who had read a book or two, remembered a book of reminiscences of the same title by Elliot Paul and that Mr. Fitzgerald's novel, laid in Paris, was called "Babylon Revisited." Out of Dan Terrell, via Mike Simons, came an explanation: MGM decided to make "Babylon Revisited" into a film; people thought the title sounded like a Biblical epic; MGM owns rights to the song, "The Last Time I Saw Paris"; MGM decided to use latter title and scrap the former. Mr. Terrell adds: "If we ever decided to make a picture out of Elliott Paul's 'The Last Time I Saw Paris' we will call it, of course, 'Babylon Revisited'." And he concludes: "Comme on dit a Paris, quel confusion!" Translation on request to Mr. Terrell.

$300,000 Building Is Planned by SDG

HOLLYWOOD, June 24.—Screen Directors Guild has announced that the membership has approved the erection of a $300,000 headquarters building which will include, in addition to Guild offices, a 435-seat theatre, exhibition gallery and library. Randall Duell and Arthur Froehlich are the architects in charge of project.

The theatre will be completely equipped for all sizes, kinds and styles of picture presentations, including television and live performances, but will be used primarily for Guild screenings. It will be available on rental for use by other industry groups or for press previews.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE STUDENT PRINCE"
In CinemaScope starring
Ann BLYTH • Edmund PURDOM
and the Singing Voice of MARIO LANZA
Color by ANSCO An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

'THEM!'
STARRING
JAMES WHITMORE · EDMUND GWENN
JOAN WELDON · JAMES ARNESS
PARAMOUNT
TIMES SQUARE

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Cinema Stamp Club In Washington Plea Aided Eastman Issue

When the United States postage stamp is released at ceremonies on July 12 in Rochester, N. Y. to commemorate the centenary of the birth of George Eastman, the Cinema Stamp Collectors will share with the directors of Eastman House and executives of the Eastman company the credit for bringing about this special issue.

The Cinema Stamp Collectors, of which Leon J. Bamberger is currently president, petitioned the Postmaster General to act favorably upon the proposed Eastman stamp, in line with its policy of endorsing proposals for new stamps considered worthy and appropriate.

WB Canadian 16mm. Post to Harnett

TORONTO, June 24. — Appointment of C. Ray Harnett as Canadian sales manager for Warner Brothers' 16mm. division, was announced by Haskell M. Masters, Warner Bros. district manager in Canada.

Harnett was affiliated with General Films, Ltd., for three years in Regina, Kingston and Eastern Canada. He was connected with Associated Screen News in Montreal for eight years during which time he was assistant manager of that company's equipment division which handled Bell and Howell products.

Three WB Pictures Pace L.A. 1st Runs

HOLLYWOOD, June 24. — The box-office parade in the Los Angeles area seems to be dominated by three of Warner Brothers top current productions: "The High and the Mighty," at the Hollywood Egyptian Theatre; "Dial M for Murder," at the Stanley Warner Beverly Hills, and "Them!" at the Paramount Hollywood and the Paramount Downtown.

"The High and the Mighty" continues to set the box-office pace in the area.

'Silver Lode' Opens

"Silver Lode," RKO Radio, began its general release Wednesday with openings in five cities. The Technicolor Western drama is playing at the Keith Theatre, Syracuse; Orpheum, St. Paul; Kansas City, Missouri; Denver and Minneapolis.

Rejoinder to Reade: 'Has a Lot to Learn'

While the general sales managers of member companies of the Motion Picture Association decided that any reply to Theatre Owners of America president Walter Reade's Hollywood criticism of distribution should be on an individual company level, Al Lichtman, 20th Century-Fox director of distribution, when asked yesterday if he had any comment on Reade's charges, said: "Walter is a young man and has a great deal to learn."

British Charge 'Disservice' to U. S.

(*Continued from page* 1)

around two and one-quarter million pounds annually, should suffice producers, Sir Henry recalls the industry agreement which was entered into last November.

"In a memorandum, approved by all four associations, and sent to the Chancellor of the Exchequer and the president of the Board of Trade, it was agreed to share any reduction in entertainment tax. Does Mr. Eckman mean that having agreed to the principle of sharing he is now determined to try and persuade the industry to go back on its signed undertaking solely for the financial advantage of exhibitors and American interests?"

'Ingenious Guesswork'

Finally, Sir Henry, who had a long and distinguished career in the Government service before becoming director-general of the BFPA, discounted as "ingenious guesswork" the Eckman statement that the entertainment tax reduction should be "allowed to operate in the way the Chancellor apparently has in view." He has completely forgotten that last autumn Ministers told the House of Commons and representatives of the industry over and over again that in future there would be no connection between entertainments duty and the levy.

"Mr. Eckman is a citizen of the United States and may be excused from knowing fully the working of our Government and institutions, but he should have lived in this country long enough to know that Ministers do not double-cross national industries in this way."

John Davis was equally forthright when he joined the controversy. Reminding Eckman that the American companies are here as guests of this country and so far have been welcome and friendly ones, Davis says:

Doubts Approval in U. S.

"Although Mr. Eckman speaks as a petulant elder statesman, I do not believe that his article represents the views of the American motion picture industry, nor do I believe that it will receive approval from the far-sighted executives in New York.

"Mr. Eckman writes of the support originally given by the American industry to the Eady plan as a magnanimous and statesmanlike gesture. This it was, but I would ask him whether he was not at the time personally opposed to it and whether he recommended to his principals in New York that his company should have nothing to do with it.

"The implication of the article is that British producers are entitled to playing time in this market by courtesy of the American companies.

"Mr. Eckman has committed himself to a violent opposition to any added help to British producers and seeks to line up the exhibitors in support of this short-sighted policy. He has the interests of the exhibitors, it seems, at heart. This, in my experience, is a new attitude for Mr. Eckman; and members of the C.E.A. who resent the long drawn-out dispute about break figures are unlikely to be misled. They know how important it is for them to foster a successful British production industry."

Bad Feeling Engendered

These exchanges coupled with the C.E.A.-K.R.S. break figure dispute have resulted in much bitterness between all sections of the industry. Already the producers have indicated that if the Eckman outburst is a reflection of the official K.R.S. attitude then they will have no alternative but to take their case directly to the government.

Industry Screenings For MGM's 'Brides' In All Territories

M-G-M will hold "all industry" screenings in each territory for "Seven Brides for Seven Brothers." Arrangements are now being made by the company's branch managers for specific theatres in each exchange area to show the CinemaScope production.

M-G-M executives in each branch will invite branch managers and employees of all film companies in the territory, as well as exhibitors, newspaper, TV and radio representatives, disc jockeys and other prominent personalities.

Already set is the New York showing, scheduled for Loew's 72nd Street Theatre on the evening of July 1.

Broadcast Music, Inc. Moves N. Y. Offices

Broadcast Music Inc., music licensing and publishing organization, has moved its executive offices to 589 Fifth Avenue. The new offices occupy 21,000 square feet on the seventh and eighth floors of the new Fifth Avenue building.

Kaufman's Father Dies

Funeral services were held yesterday at Park West Chapel for Gustave Kaufman, father of H. C. Kaufman, Columbia manager of exchange operations, who died late Monday. In addition to his son, he is survived by his wife, Fanny.

Joins Transfilm

Ken Marthey has joined Transfilm, Inc., as a production supervisor on business and TV commercial film. He has spent 14 years in the motion picture business and was also an assistant art director at the B. B. D. & O. advertising agency.

Installations

(*Continued from page* 1)

hand at present for equipment total 1,144," Lichtman said.

It was learned also that U. S. and Canadian theatres which have installed single optical and single magnetic stereophonic sound now have reached a total of 1,079.

4,000 Lenses Sold

Jack Miller of CinemaScope Products, a 20th-Fox subsidiary organization, revealed here that as of yesterday over 4,000 cylindrical anamorphic lenses have been sold to theatres.

Balcom to RETMA Board Chairmanship

CHICAGO, June 22.—Max F. Balcom, who served as president of the Radio - Electronics - Television Manufacturers Association for two years, 1947-49, was elected chairman of the group's board of directors as RETMA concluded its 30th anniversary convention at the Palmer House here.

Officers reelected by the board of directors were president and general counsel Glen McDaniel, treasurer Leslie F. Muter, executive vice-president and secretary James D. Secrest, engineering department director W. R. G. Baker and general counsel emeritus John W. Van Allen.

Vice-presidents Robert S. Alexander, R. E. Carlson, H. J. Hoffman and R. G. Zender were reelected, and Floyd W. Bell was elected to succeed Sidney Harman as vice-president of the amplifier and sound equipment division.

C'Scope for Houston

An additional key-city demonstration of "The Advancing Techniques of CinemaScope" has been set by 20th Century-Fox for Houston, at the Metropolitan Theatre, July 9 at 10 a.m., at the request of the Houston Independent Theatre Owners Association.

All Officers of ITOA Are Renominated at Meeting Held Here

All officers were nominated for reelection, with the exception of secretary, at yesterday's meeting of the Independent Theatre Owners Association of New York.

High on the meeting's discussion agenda was the recently passed New York City five per cent amusement tax. Exhibitors held a full discussion on the workings of the tax and received briefing in their campaign to have it repealed.

Those incumbants nominated for reelection were Harry Brandt, president; David Weinstock, first vice-president; Max A. Cohen, second vice-president; William Namenson, third vice-president; Julius Sanders, fourth vice-president; Leon Rosenblatt, treasurer; John C. Bolte, Jr., sergeant-at-arms. Edith Marshall was nominated for secretary of ITOA, replacing J. J. Goldberg.

New director nominations consisted of seven new names: Jack Hattem, Norman Elson, Martin Lewis, Murray Schven, Sam Friedman, J. J. Goldberg and Al Margolis.

Nominated for reelection to the board were: Richard Brandt, Sam Einhorn, Ben Knobel, Larry Kurtis, Murray LeBoss, Abe Leff, Martin Levine, Walter Neithold, Irving Renner, Ray Rhone, Jack Rochelle, Al Shukat and Ben Weinstock.

Over 600 Bookings For 1-Track 'Robe'

Bookings for one-track magnetic and one-track optical prints of 20th Century-Fox's first CinemaScope production, "The Robe," total over 600, a film company representative reported yesterday. Prints were made available on June 19.

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

BOWERY BOYS MEET THE MONSTERS
Bowery Boys
C—65 min. (5419)
(Release 6/6/54)

THE OESPERADO
Wayne Morris
W—(5426)
(Release 6/20/54)

THE WEAK ANO THE WICKED
Glynis Johns
John Gregson
D—(5432)
(Release 7/18/54)

RETURN FROM THE SEA
Jan Sterling
Neville Brand
D—(5409)
(Release 7/23/54)

COLUMBIA

(June Releases)

THE SARACEN BLADE
(Color)
Ricardo Montalban
Betta St. John
D—76 min.
(Rev. 5/14/54)
Os

JUNGLE MAN-EATERS
Johnny Weissmuller
Karin Booth
D—68 min.
(Rev. 5/28/54)
Os

BLACK EAGLE
(The Story of a Horse —reprint)
William Bishop
Virginia Patton
D—
Os

(July Releases)

INOISCRETION OF AN AMERICAN WIFE
Jennifer Jones
Montgomery Cliff
D—63 min.
(Rev. 4/21/54)
Os

HELL BELOW ZERO
(Color)
Alan Ladd
Joan Tetzel
D—91 min.
(Rev. 5/20/54)
Os

THE OUTLAW STALLION
(Color)
Phil Carey
Dorothy Patrick
W—64 min.
Os

LIPPERT

TERROR SHIP
William Lundigan
D—(5330)
(Release 6/6/54)

THE BIG CHASE
Lon Chaney
Glen Langan
Adele Jergens
D—(5327)
(Release 6/18/54)

PAIO TO KILL
Dane Clark
D—(5326)
(Release 6/27/54)

SILENT RAIDERS
Richard Bartlett
Earle Lyon
Jeanette Bordeaux
D—(5400)
(Release 7/2/54)

M-G-M

MEN OF THE FIGHTING LAOY
(Color)
Van Johnson
Walter Pidgeon
Louis Calhern
D—80 min.
(Rev. 5/10/54)
(Release 6/11/54)

THE STUOENT PRINCE
(Color)
Ann Blyth
Edmund Purdom
MD—109 min.
(Rev. 5/25/54)
(Release 6/25/54)
CS - Ss

(Re-Release)

GONE WITH THE WINO
(Color)
Clark Gable
Vivian Leigh
D—222 min.
(Rev. 12/13/39)
(Release 7/2/54)

VALLEY OF THE KINGS
(Color)
Robert Taylor
Eleanor Parker
D—86 min.
(Release 7/23/54)
Ps

PARA.

(June Releases)

ELEPHANT WALK
(Color)
Elizabeth Taylor
Dana Andrews
Peter Finch
D—103 min.
(Rev. 3/29/54)

SECRET OF THE INCAS
(Color)
Charlton Heston
Robert Young
Yma Sumac
D—101 min.
(Rev. 5/20/54)

(July Releases)

(Re-Release)

THE GREATEST SHOW ON EARTH
(Color)
Betty Hutton
Charlton Heston
D—153 min.
(Rev. 1/2/52)

KNOCK ON WOOD
(Color)
Oanny Kaye
Mai Zetterling
C—103 min.
(Rev. 3/31/54)

REPUBLIC

LAUGHING ANNE
(Color)
Wendell Corey
Margaret Lockwood
Forrest Tucker
D—90 min.
(Rev. 4/26/54)
(Release 7/1/54)

RKO

SILVER LODE
(Color)
John Payne
Lizabeth Scott
Oan Duryea
W—80 min.
(Rev. 5/12/54)
(Release 6/19/54)
2D or 3D

SINS OF ROME
Massimo Girotti
Ludmilla Tcherina
D—75 min.
(Release 6/23/54)

THE BIG RAINBOW
(Color)
Jane Russell
Gilbert Roland
Richard Egan
D—
(Release 7/15/54)

20TH-FOX

(June Releases)

OEMETRIUS AND THE GLADIATORS
(Color)
Victor Mature
Susan Hayward
Michael Rennie
D—101 min.
(Rev. 6/3/54)
CS - Ss, Ms, Os

PRINCESS OF THE NILE
(Color)
Jeffrey Hunter
Debra Paget
Michael Rennie
D—

THE RAID
(Color)
Van Heflin
Anne Bancroft
D—

(July Releases)

GAROEN OF EVIL
(Color)
Gary Cooper
Susan Hayward
Richard Widmark
D—
CS - Ss, Ms, Os

THE GAMBLER FROM NATCHEZ
(Color)
Oale Robertson
Debra Paget
D—

THE ROBE
Richard Burton
Jean Simmons
Victor Mature
Michael Rennie
G—133 min.
(Rev. 9/17/53)
Os

UNITED ARTISTS

(June Releases)

GOG
(Color)
Richard Egan
Constance Oowling
Herbert Marshall
D—85 min.
(Rev. 6/10/54)
2D, 3D

MAN WITH A MILLION
(Color)
Gregory Peck
Jane Griffiths
C—90 min.
(Rev. 5/28/54)

CHALLENGE THE WILD
(Color)
Documentary
69 min.
(Rev. 6/16/54)

HOBSON'S CHOICE
Charles Laughton
John Mills
Brenda Oe Banzie
C—107 min.
(Rev. 6/16/54)

(July Releases)

RETURN TO TREASURE ISLAND
(Color)
Tab Hunter
Oawn Addams
D—75 min.
(Rev. 6/22/54)

APACHE
(Color)
Burt Lancaster
Jean Peters
W—

THE LAWLESS RIOER
Johnny Carpenter
Frankie Darro
Douglas Dumbrille
W—

ADVENTURES OF ROBINSON CRUSOE
(Color)
Oan O'Herlihy
James Fernandez
D—90 min.
(Rev. 6/16/54)

UNIV.-INT'L

(June Releases)

DRUMS ACROSS THE RIVER
(Color)
Audie Murphy
Lisa Gaye
W—78 min.
(Rev. 5/12/54)

BLACK HORSE CANYON
(Color)
Joel McCrea
Mari Blanchard
W—81½ min.
(Rev. 5/18/54)

(July Releases)

JOHNNY DARK
(Color)
Tony Curtis
Piper Laurie
Don Taylor
D—85 min.
(Rev. 6/1/54)

TANGANYIKA
(Color)
Van Heflin
Ruth Roman
Howard Duff
D—81 min.
(Rev. 6/16/54)

WARNERS

THEM
James Whitmore
Edmund Gwenn
Joan Weldon
D—94 min.
(Rev. 4/9/54)
(Release 6/19/54)

THE HIGH AND THE MIGHTY
(Color)
John Wayne
Claire Trevor
Laraine Day
Robert Stack
D—147 min.
(Rev. 5/26/54)
(Release 7/3/54)
CS - Ss or Os

RING OF FEAR
(Color)
Clyde Beatty
Pat O'Brien
D—93 min.
(Release 7/17/54)
CS - Ss

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

Leadership

(*Continued from page 1*)

tion among the various segments" than in the motion picture industry.

Barnett stated there was little doubt that rival systems of large screen presentations would "be consolidated into a uniformly applicable scheme, representing an important advancement of the art." Eventual standardization would come "for purely economic reasons," he said, because the theatre industry could not support "several basic systems requiring variations in equipment for each method of presentation."

Technical developments will continue in the future, Barnett went on, "but it is our sincere hope that these may be approached in a more generally accepted pattern." He also expressed the hope that producers pay "more careful attention to the changing tastes and attitudes of theatre audiences," and suggested close coordination between the new leadership he had called for and organizations such as the Motion Picture and Television Council.

He cautioned the industry against "doubtful hopes that it can remain an important entertainment medium through technical innovations alone." The most promising process, he pointed out, "is to the better application as an art form, based on good material having entertainment as its objective."

Many Nations Represented

Brief speeches were made in advance of Barnett's address by the Ambassador of Uruguay, representatives of the Italian, Indian and Japanese embassies and by Jack Evans, of the motion picture division of the United States Information Agency. Mrs. Virginia Rollwage Collier, president of the district council, introduced the speakers.

Standards on 'Love' Puzzle Film Censors

MILWAUKEE, June 24.—One of the biggest problems facing the Motion Picture Commission, local censoring organization, was aired here last week when Mayor Frank Zeidler told the Better Films Council of Milwaukee County that each community has different and definite standards on a love theme. And yet "they (commission) must pass a picture considering the community without causing conflict with the industry," Zeidler said.

Honorary memberships in the Council for their cooperation and interest in the organization were presented to Al Meskis, Warner Theatre; Mr. Spheeris, Towne Theatre; Estelle Steinbach, Downer Theatre; Harold Fitzgerald, Fox-Wisconsin Amusement Corp.; Jack Lorentz, 20th Century-Fox and Louis Orlove, M-G-M by Mrs. Charles Berenger, outgoing president.

'Apache' in N. Y. July 9

"Apache," the Hecht-Lancaster adventure spectacle starring Burt Lancaster and Jean Peters, will have its New York premiere at the Mayfair Theatre on Friday, July 9, it was disclosed yesterday by William J. Heineman, vice-president of United Artists in charge of distribution.

Reviews

"The Outcast"

(Republic)

GRIM brutality and tender love make odd contrasts in "The Outcast," but the film's overall effect is that of a well-made and audience-pleasing period Western.

In Trucolor, the film stars John Derek, Joan Evans, Jim Davis and Catherine McLeod. Ben Cooper, Taylor Holmes and Frank Ferguson are outstanding in supporting roles.

Brutality and bloodshed follow the return of Derek to a Colorado ranch town to claim his inheritance in the form of a prosperous cattle ranch. His adversary, Davis, forged a will which had originally bequeathed the ranch to Derek.

With the aid of nine hired gunmen, Derek sets out to win back the ranch with bullets. As the war begins, Miss Evans, as a neighboring rancher's daughter, is introduced. Derek and Miss Evans fall in love and the former is torn by a conflict: whether to continue the bloodshed, or abandon the fight, as the girl desires.

The end of the war occurs when Derek kills Davis in a gun duel within sight of Miss Evans and Miss McLeod, Davis' fiancee. Sickened by the slaughter, Derek settles down in peace with his bride-to-be.

William J. O'Sullivan was associate producer and William Witney directed "The Outcast." John K. Butler and Richard Wormser wrote the screenplay based upon an Esquire magazine story by Todhunter Ballard.

Running time, 90 minutes. General classification. For release, October 1.

"Sins of Rome"

(Consortium-RKO-Radio)

THE standard appurtenances of Roman legions, gladiators, comely women and a massive battle, are present in "Sins of Rome," yet have vigor and freshness. The Italian-made film should please adult audiences partial to the spectacular in period pieces.

Ludmilla Tcherina, Massimo Girotti and Gianna Maria Canale are starred, and Yves Vincent, Carlo Ninchi and Vittorio Sanipoli head the supporting cast.

Set in 68 B.C., "Sins of Rome" tells the story of an uprising of enslaved gladiators against their Roman masters. Led by Girotti, the slaves rebel all over Italy and plan to return to Rome and sack the city.

However, treachery arises from a love triangle in which Girotti, Miss Canale, as the emperor's daughter, and Miss Tcherina as a slave girl, are involved. Miss Canale is smitten with the warrior and buys him as her slave, but he falls in love with the slave girl when they escape their slavery together. However, she is overcome by jealousy when she learns of his past escapades with the emperor's daughter.

The outcome is disaster. Miss Tcherina, assuming command of the gladiator army when Girotti is with Miss Canale, starts an attack upon Rome. In the ensuing bloodshed, Girotti is killed, but before he dies, the slave girl realizes he still loves her.

Several suggestive love scenes in which Girotti and Miss Canale take part, and an equally suggestive dance by Miss Tcherina place "Sins of Rome" in an adult category.

Riccardo Freda directed. The score is by Renzo Rosselini.

Running time, 75 minutes. Adult classification. For release in June.

"Monte Carlo Baby"

(Ventura-Filmakers)

CAPITALIZING on the now famous name of Audrey Hepburn, Filmakers Releasing organization has revived one of the films she made years ago before her Hollywood and Broadway successes. In "Monte Carlo Baby," Miss Hepburn's role is relatively minor and so is the picture.

Produced in Monte Carlo and Paris with a Franco-Anglo-American cast, the film is the type of comedy that needs witty dialogue and expert farceurs to keep it from being preposterous. Unfortunately, it has very little of either. Consequently, despite its frantic movement, it only occasionally brings forth a smile.

The story tells of an infant given to the wrong relative when a measles epidemic breaks out in a nursing home. The alleged grandfather works for a band heading for Monte Carlo, but hides his identity for fear the child can't come along. The real mother and father, an actress and a pianist, both temperamental and separated, believe the other has kidnapped the child. They, too, head for Monte Carlo. Meanwhile the daughter of the nursing home's operator, discovering her mistake, takes off immediately for the resort spot also. A detective, a film producer and the members of the orchestra add to the general chaos until everything is straightened out as idiotically as it began.

Miss Hepburn plays the real mother and reveals the spark which came to life the past two years. Jules Munshin does his best as the main comedian but his material is against him. The orchestra of Ray Ventura is featured and coincidentally Ventura is the producer. According to the script, his is a jazz band but it seems more suited to weddings than to jam sessions.

The best bit in the picture is the finale which is an unusual television show wherein the orchestra tries to locate the parents via song and dance. It's one of the few imaginative scenes in the film.

Jean Boyer and Jean Jerrold directed and wrote the screenplay with Alex Joffe.

Running time, 70 minutes. General classification. For release in May.

Hughes

(*Continued from page 1*)

respect to a Code seal for "Sinbad," since RKO Radio released "The French Line" without a seal last winter and has not yet paid the $25,000 fine levied against it by the Motion Picture Association of America for that infraction of association membership rules.

Grainger voiced his anger over the experience which "French Line" met with in this city. The picture originally was passed by the police censor board without cuts. Grainger said: "Months later it was pressured right out of Chicago. I'm Catholic, too. This stupid censorship stems from 'The Outlaw' controversy."

Grainger said, however, no censorship matters will be discussed at the meeting here. The new release, "Susan Slept Here," was screened for the delegates today.

Utah

(*Continued from page 1*)

day's ruling came as the court rejected the claim of the widow and daughters of Jack Donahue, Broadway musical star whose life was portrayed in Warner's "Look For the Silver Lining," biography of Marilyn Miller. Mrs. Donahue and her daughters, California residents, had asked $150,000 damages from Warners' studio and distributors for showing the picture in Utah.

New York and Virginia have similar laws, but New York's provides no recovery of damages and Virginia's extends only to residents. Utah's legislature killed a bill last year to restrict the law to Utah residents.

RKO Canada Offices Top Shorts Quota

Winnipeg and Montreal RKO branches have ended their "Sidney Kramer Shorts" drive with over-quota results, according to the company.

Winnipeg closed out its drive 105 per cent over-quota for the drive period, while Montreal ended its eight-week period with its highest over-quota stanza. The drive commemorates the RKO short subjects sales manager's 25-year association with the company.

Enlarge N. E. Drive-in

BOSTON, June 24.—Two drive-ins of the Redstone circuit, the Neponset in Boston and the Revere in Revere, are being enlarged. By Aug. 1, the Revere will have added six full ramps making it the largest openairer in New England. Another concession stand is planned to take care of the added patrons. The Neponset, Boston's only drive-in, is having four new ramps added.

Acquires 'Divorce'

"Edge of Divorce" starring Valerie Hobson and based on the play "Background" by Warren Chetham-Strode, has been acquired for release in this country by Kingsley International Pictures. The film will have its premiere in New York late in July.

'Alamein' to Open

"El Alamein," Columbia drama, will have its New York premiere at the Fox Theatre, Brooklyn, on Wednesday.

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VOL. 75. NO. 123 NEW YORK, U. S. A., MONDAY, JUNE 28, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

CURRENT reports that Britain is considering the removal of all present restrictions on sterling convertibility — reports which stirred mild interest in home office executive and export department circles—appear to have been inspired by the conference which has been called by the Council of the Organization for European Economic Cooperation in London next month to discuss with other leading European nations the problems which might be encountered if all were to make their currencies convertible.

Involved in the conference will be, in addition to Britain, France, Germany, Italy, the Scandinavian and Benelux countries, Greece and Switzerland.

The apparent intention at this time, according to British financial and economic authorities, would be to restrict sterling convertibility to non-residents of Britain, permitting them to convert into dollars their sterling balances. Presumably, it would have no direct bearing on British trade with the dollar area or with the sterling Commonwealth.

•

Meanwhile, official quarters in London insist there is no time-table for convertibility yet and hence no foundation for the report that it may occur in the fall. Well-informed British economists are of the opinion that it will take place by next spring, possibly earlier if favorable conditions continue without interruption.

Britain's gold-dollar reserves have been increasing at a substantial rate for some time and this month, on the basis of the report for May, are in excess of three billion dollars. Much of the huge May increase was said to be the result of foreign buying of sterling.

Britain's strengthening dollar reserve position is being argued as justifying either free convertibility of sterling or a widening of the open market exchange rates beyond the present brackets of

(*Continued on page 2*)

Maybe Somebody Should Telephone

Exhibitor and distributor committees which were set up to draft an industry arbitration system are waiting for somebody to make the first move to call a first meeting.

Said Herman Levy, general counsel of the Theatre Owners of America: "We are ready to meet with the distributors anytime they set a date."

Said Al Lichtman, of the distributors' group: "We are waiting to hear from the TOA people."

The drafting committee was scheduled to have a tentative draft ready by July 31, but it appears that the date will have to be extended.

Grainger Denies 'Sinbad' Quotation

CHICAGO, June 27.—James R. Grainger, RKO Radio Pictures president, asserted that he had been "misquoted" in a MOTION PICTURE DAILY story published last Friday which reported Grainger as saying that Howard Hughes had agreed to make changes in "Son of Sinbad" requested by the Production Code Administration.

"I made no such statement and would appreciate you printing a retraction," Grainger said. "I was shown a clipping of a story by Sheila Graham which stated that Howard Hughes refused to make any cuts in 'Son of Sinbad' as requested by the Production Code. I replied, in answer to a question, that I was certain that Mr. Hughes had no discussion whatsoever with any one regarding 'Son of Sinbad.'"

Exhibitor-Owned TV Station to Time, Inc.

WASHINGTON, June 27.—The Federal Communications Commission authorized Aladdin Radio and Television, Inc., to sell its Denver television station to Time, Inc.

Aladdin is controlled by Frank H. Ricketson, Jr., and Harry Huffman, of Fox Intermountain Theatres, and Ted Gamble. It recently won the

(*Continued on page 5*)

Still Effective Aug. 31

D-J Agrees to Change in Loew's Divorcement Plan

By J. A. OTTEN

WASHINGTON, June 27.—Justice Department officials have agreed to a change in the way the Loew's divorcement plan is to be carried out, but declared it was "a change in form and not in substance."

The change was requested by Loew's on the ground that it had encountered major tax problems in the workings of the original decree's divorcement provisions.

According to Justice officials, divorcement will still be required by the Aug. 31 deadline in the original decree but the divorcement will be accomplished in a slightly different fashion.

Under the original decree, Loew's was to have formed a new theatre company by Aug. 31 and to have transferred the stock of the theatre operating subsidiaries. It could then hold the stock of the new theatre company until Feb. 6, 1955, and for another two years after that if able to convince the court that it could not accomplish a reasonable division of the outstanding funded debt between the picture company and the new theatre company. So long as Loew's held the stock of the new theatre company, half the board of directors of the latter company would have to be approved by the court and various other restrictions would have to be met to assure independent operation.

Under the new plan approved by the Justice Department, Loew's will set up the new theatre company by

(*Continued on page 5*)

Extend Deadline for Redemption of RKO Stock to July 31

RKO Pictures has extended the deadline for the redemption of stock at $6 per share to July 31. Previously, the final redemption date was next Wednesday.

More than 900,000 shares have been tendered to date, it was reported at the weekend. Floyd Odlum's Atlas Corp. owns approximately 1,250,000 shares of RKO Pictures stock and Howard Hughes holds 1,260,000. It is estimated that about 500,000 shares are still unredeemed.

Barnett Resigns Post As Cinerama's V-P

Herbert Barnett is resigning as executive vice president of Cinerama, Inc., effective immediately.

He expressed his continued confidence in the Cinerama process but stated that his "personal future is more appropriately allied with a business which has broader industrial activities than are available in the present state of development of the Cinerama process." His future plans have not been definitely determined.

MGM Adds Four to Release Schedule

M-G-M will release two pictures in September and a like number in October, according to the company's new schedule announced at the weekend. The four additional pictures will make a total of 22 announced so far for the calendar year. Three of the new quartet will be in color, making a total of 19 in color announced for the calender year.

For September, the lead off picture

(*Continued on page 5*)

Technical Tax Bill Debate Starts Today

WASHINGTON, June 27.—The Senate is scheduled to start debate tomorrow on the huge House-passed technical tax bill. Majority leader Knowland (R., Cal.) said he hoped the Senate could have passed the bill by the end of the week.

N.Y.C. TAX VALIDITY STATISTICS COMPLETED: CITY ISSUES GUIDE

Compilation of statistics for the purpose of investigating the validity of the recently passed New York City five per cent tax on amusements were completed at the weekend by the Bird commission which was appointed by Gov. Dewey, according to Frederick L. Bird, committee chairman.

Bird said that it may be "quite a while" before the commission finally issues a formal report to the governor. The only deadline he could name was the next scheduled session of the state legislature which will convene in January.

"We are not wasting any time," Bird emphasized, as he described the work being done by his research staff. The staff is evaluating what it now

(*Continued on page 5*)

Personal Mention

CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, returned to New York from the Coast at the weekend.

•

OSCAR DOOB, M-G-M executive, will return to New York today from Houston, where he set up the advance campaign for the world premiere of "Seven Brides for Seven Brothers."

•

JAMES M. CONNOLLY, North-East division manager for 20th Century-Fox, has returned to Boston from New Haven, Conn., and Albany, N. Y.

•

EDWARD M. SAUNDERS, M-G-M assistant general sales manager, left here over the weekend for a motor tour through New England and Canada.

•

H. SIMON ULLMAN, son of SAUL J. ULLMAN, Fabian division manager in Albany, N. Y., was married to RUTH ROTHMAN, of New Rochelle, at Temple Israel in White Plains.

•

JEROME PICKMAN, Paramount advertising-publicity vice-president, returned to New York over the weekend from Hollywood.

•

HERB STEINBERG, Paramount Pictures national exploitation manager, returned to New York at the weekend from Oklahoma City.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, left New York over the weekend for Edgewater Park, Miss.

•

W. W. SULLIVAN, 20th Century-Fox manager for Japan, has arrived in New York from Tokyo.

•

HOWARD DIETZ, M-G-M vice-president, is scheduled to return to New York today from the Coast.

•

RUSSELL STEWART, of the M-G-M home office publicity department, has left here for a Southern vacation.

•

ALFRED HITCHCOCK will arrive here tomorrow from France.

•

LEONARD SPIGELGASS, writer, will arrive in New York from the Coast Friday and will leave here the next day aboard the "Liberte" for Europe.

•

LOU FORMATO, M-G-M branch manager in Philadelphia, has returned there from New York.

Duer, of A.A., Dies

DENVER, June 27.—Funeral services were held Saturday for Charles Duer, 53, Allied Artists branch manager for the past five years, who succumbed to a heart ailment. He was associated with Paramount Pictures for 25 years prior to joining A.A. His widow, a daughter and two grandchildren survive.

Testimonial Tonight For Hoyt's Turnbull

A testimonial dinner will be tendered to Ernest Turnbull, managing director of Hoyt's Theatres, Ltd. of Australia, tonight at the 21 Club here by industry officials and 20th Century-Fox executives. Host of the dinner will be Spyros P. Skouras, 20th-Fox president.

Reciprocal Trade Pact to President

WASHINGTON, June 27.—The House will likely send to the White House this week a one-year extension of the reciprocal trade agreements program.

The Senate approved the extension late Thursday, but added two minor amendments to a bill earlier passed by the House. The House is considered likely to agree to these two changes, sending the measure to the President.

Industry leaders have supported extension of the trade program as aiding in the search for foreign markets.

Issue Decca Album On 'Obsession'

With the Decca album of the sound track of Universal-International's "The Glenn Miller Story" reportedly continuing as a top seller more than five months after its release, Decca and U-I have joined their promotional forces a second time to promote the Decca album based on the soundtrack of "Magnificent Obsession."

The Decca album, which will be available in two speeds, long play and 45 extended play, features the Universal-International orchestra and chorus under the direction of Joseph Gershenson.

Alexander Smith to Close Yonkers Plant

The Alexander Smith Carpet Co., one of the oldest in the nation and widely known as a supplier of theatre carpeting, is closing its oldest and largest plant in Yonkers, N. Y., and removing its operations to a new plant in Greenville, Miss.

The move is partially a consequence of a strike of Textile Workers Union members which closed the plant on June 15. The new plant in Mississippi, already in operation, is non-union. Another plant is maintained by the company in Philadelphia, where employes are members of the T.W.U.

Industry Leaders to Dine With President

WASHINGTON, June 27.—Plans for a drive to collect money in theattres for Korean relief will be discussed with industry leaders at a White House luncheon Tuesday.

The President has asked about 40 industry officials, mostly theatre owners, to the luncheon to talk over the drive, to be carried on for the American Korean Relief Foundation.

W. B., Allen Sign for Animal Documentary

HOLLYWOOD, June 27.—Warner Brothers and Irwin Allen's Windsor Productions have closed a production and distribution deal for "The Animal World," which will trace the development of animal life from the time of creation to the world of today. Naturalist photographers throughout the world will shoot footage for the feature-length documentary, which is scheduled for wide-screen filming in WarnerColor.

Allen, who last year won an Academy Award for writing and producing "The Sea Around Us," has been preparing "The Animal World" for the past seven months.

Miss Booth Honored As 'Leslie' Opens

The world premiere of "About Mrs. Leslie," Hal Wallis production for Paramount Pictures, was held here last night at the Victoria Theatre. Shirley Booth, starred in the film, which marks her second motion picture, was on hand for the event and received, on the stage, a special Actors Equity Award as a tribute to her talent.

Presentation of the award was made by a group which included Adolph Zukor, Billy de Wolfe, Barry Sullivan, John Hodiak, Kim Hunter and Paul Jones.

The boxoffice proceeds from the premiere were turned over to the Actors Fund of America.

Samuels on Coast For Product Parley

Leo F. Samuels, sales manager of Walt Disney Productions and head of the Disney distributing subsidiary Buena Vista, will arrive in Hollywood today for a series of product meetings at the Disney studios. While on the coast, Samuels is scheduled to discuss a deal with Fox West Coast executives for the exhibition of Disney's second True-Life adventure "The Vanishing Prairie" scheduled for release this summer.

Veto Guam Censor Bill

GUAM, June 27.—Gov. Elvidge for a second time vetoed a Guam legislature motion picture censorship bill. Elvidge said the threat of film censorship to "the pillars of freedom," particularly speech and expression, far outweighed the evils of bad films.

Muskat Leaves SMPTE

Sig Muskat, for many years New York office manager for the Society of Motion Picture and Television Engineers, leaves his post on Wednesday to establish a new connection in the film industry.

Myers on Vacation

WASHINGTON, June 27.—Abram F. Myers, general counsel of Allied States Association, leaves Washington Tuesday for a three-week vacation in Maine with Mrs. Myers.

Tradewise . . .

(*Continued from page* 1)

$2.78-$2.82 to the pound. The official rate is $2.80.

The current American film industry sterling remittance agreement with Britain is scheduled to be renegotiated Sept. 22 in Washington, prior to its Oct. 1 expiration. That may be a little early to include free convertibility of frozen balances, should it come, but for several years now the problem of blocked sterling has been largely an academic one for the American distributors in Britain.

The permitted uses for such funds have been sufficient for all companies to free such balances, if they so desired. Some companies, in fact, have found themselves "short" on several occasions when they had immediate need for sterling abroad.

Universal to Release Rank's 'Tale of Tub'

"Tale of a Tub," the J. Arthur Rank Organization's new farce comedy starring Paul Douglas, will be released in the United States by Universal Pictures under its U-I Special Films Division banner, it was announced by Charles J. Feldman, vice-president and general sales manager of Universal.

"Tale of a Tub," known in England as "The Maggie," is a Michael Balcon-Ealing Studios Production. The film was directed by Alexander MacKendrick who directed "Tight Little Island" and "Man in the White Suit." It was produced by Michael Truman from a screenplay by William Rose, who authored the currently successful "Genevieve."

U-I Foreign Officials Feted by Ben Cohn

Ben Cohn, assistant foreign general manager of Universal International Films, was host at a luncheon Friday to a number of overseas supervisors, managers, distributors and exhibitors who are in New York for conferences with the home office executives.

Guests of honor at the luncheon were Herc McIntyre, South Pacific Supervisor; Arthur Doyle, Far Eastern Supervisor; Karl Jungmarker, Manager for Sweden; William Hislop, Manager for New Zealand; Victor Michaelides, U-I distributor for Greece, and Vernon Claustan, General Manager of the Kerridge circuit in New Zealand.

Mohr to Lumber Assn.

Milton Mohr, former publicity manager for RKO Radio Pictures, has been appointed publicity director for the first national convention and exposition of the National Retail Lumber Dealers Association, which will be held at Kingsbridge Armory, Oct. 2 to Oct. 10.

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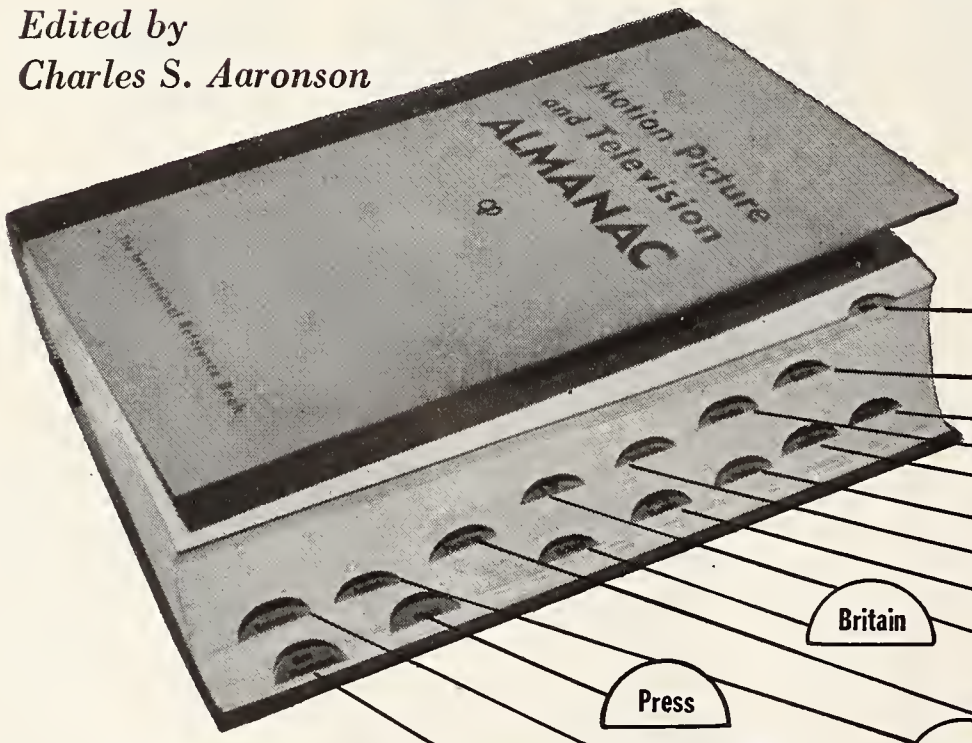
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Edited by
Charles S. Aaronson



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A QUIGLEY PUBLICATION

Film on CinemaScope Is Seen by 100 Guests In Upstate New York

AMSTERDAM, N. Y., June 27.—One hundred exhibitors and guests witnessed 20th Century-Fox's preview of coming product in improved CinemaScope and stereophonic sound at Schine's Rialto Theatre here. The demonstration was transferred to the Rialto because of its auditorium-speaker system.

Among those attending were: Donald G. Schine, George V. Lynch, Bernard Diamond, William Kramer, J. Dewey Lederer and Sy Evans, Schine home offices in Gloversville; Sidney Kallet, Kallet Theatres, Oneida; Mrs. Hazel Smalley, Robert Johnson and Lawrence Dorn, Smalley Theatres, Cooperstown; Saul J. Ullman, Fabian division manager in Albany; Charles C. Gordon and Mr. and Mrs. George Smith, the Olympic, Utica; Leonard L. Rosenthal, counsel for Upstate Theatres, Inc., Albany.

Two Mayors Present

Also, Frank Williams and Harry Burke, Benton Theatres, Saratoga; F. Chase Hathaway. whose Hoosick, North Hoosick, became the first drive-in of the Albany exchange district to play CinemaScope; Don Gilson, operating theatres in Canton, Massena and Alexandria Bay; Frank Wieting, the Park, Cobleskill; Mayors Burt Deal, of Amsterdam, and John Mansfield, of Johnstown.

Most of the Albany managers for the other major distributing companies were present too. Four papers were represented, "The Times-Union," of Albany, by film critic Edgar S. Van Olinda.

Division manager James M. Connolly, of Boston, and branch manager Nat Rosen, of Albany, arranged the show and were among those witnessing it. Lederer, chief of maintenance for Schine, and Fielding O'Kelly, city manager for Schine, cooperated.

Station WCSS made a post-screen lobby pickup, interviewing Schine, Jr., Mrs. Smalley, Rosen and the two mayors, among others.

Canadian Exhibitors and Press To See CinemaScope Reel

A complete schedule of exhibitor and press demonstrations of "The Advancing Techniques of CinemaScope" in Canada was outlined over the weekend by 20th Century-Fox. Showings of the hour-long color film describing important new techniques in production and technical advancements made in CinemaScope in the last year will be held in the company's six Canadian exchange centers starting July 13.

Demonstrations before invited audiences of prominent theatremen and the press will be held as follows: University Theatre, Toronto, July 13; Palace Theatre, Montreal, July 15; Paramount Theatre, St. John, July 20; Capitol, Winnipeg, July 23; Capitol, Calgary, July 27, and the Capitol Theatre, Vancouver, July 29. All programs will be held at 10 a.m.

Silverstone to Be Host

Arthur Silverstone, assistant general sales manager of 20th Century-Fox, will be host at the Canadian demonstrations in conjunction with branch managers V. J. Beattie, Toronto; G. L. Chernoff, Montreal; R. G. March, St. John; J. H. Huber, Winnipeg; Robert A. Cringan, Calgary, and J. E. Patterson, Vancouver.

N. Y. C. Tax Validity Statistics Completed

(*Continued from page* 1)

has in the way of figures from city and exhibitor sources, Bird said. The first step before reporting back to Dewey is a report by the research staff to the members of the commission.

However, a delay was seen by Bird before the commission could file its report to the governor. Commission members are scattered throughout the state, with many taking vacations during the summer months, according to the chairman.

Collection Procedure Outlined

Meanwhile the city released at the weekend a guide to exhibitors setting up procedure for the collection of the admissions tax commencing July 1.

According to the city-issued guide, returns to the city are to be made quarterly in August, November, February and May, and are to be filed within 20 days of the expiration of each period. However, if exhibitors desire to file at different quarterly dates, they may apply for waivers to the comptroller's office.

Passes Not to Be Taxed

If an exhibitor operates more than one theatre, according to the new law, he may file a single return for all his houses with a schedule of locations. No tax on passes, unless a service charge is made, will be levied. When a service charge is collected, the tax is computed in the same manner as on admissions charge.

Accurate daily records of actual tax collections must be maintained for possible inspection and must be preserved for three years before destruction without consent of the comptroller's office, the law reads. In the case of obsolete tickets, the comptroller's office must be notified.

Simplification Attempted

In the regulations, the city comptroller notified exhibitors in the city: "If there are any changes that will simplify your operation in collecting and turning the tax monies over to the city, it is possible that waivers may be obtained to suit your convenience.

"I have deliberately tried to keep this very simple since the regulations themselves are rather involved. However, if there are any questions with regard to any part of the procedure, please get in touch with me."

MGM Adds 4

(*Continued from page* 1)

will be "Betrayed," in Eastman Color and starring Clark Gable, Lana Turner and Victor Mature. This will be followed by "Brigadoon" in Eastman Color and CinemaScope, starring Gene Kelly, Van Johnson and Cyd Charisse.

For October, "Rogue Cop," starring Robert Taylor and Janet Leigh, will be the first attraction. This will be followed by "Beau Brummell," in Technicolor and starring Stewart Granger and Elizabeth Taylor.

100 Towns Set for Preview of 'Brides'

With 32 exchange centers now set for special "all-industry" showings of the company's CinemaScope and color production "Seven Brides for Seven Brothers," M-G-M has extended the operation to 100 towns, these new situations to include key and chart towns outlined specifically by the sales and publicity and exploitation departments.

A sneak preview plan for inviting newspaper representatives, TV and radio commentators, disc jockeys and record distributors will prevail for the additional 68 towns added to the exchange list. Civic and state executives and persons identified with music will also be invited.

N.Y.C. Theatres Pay 16 Licenses, Taxes

With the addition of the five per cent amusement tax on July 1, New York City theatres will be paying at least 16 varied levies and license fees to local, state and federal governments.

There may be more, but New York City taxes and license fees are imposed on 10 different items. A three per cent sales tax is levied on film rentals and materials purchased, including equipment. If the theatre is leased, three per cent of the three per cent tax on the annual rental is to be paid.

Several Special Licenses

A theatre here pays a gross receipts tax of two tenths per cent and also a real estate tax. There is a local levy on water and an additional one-third of the water levy is charged as a sewer tax. The theatre operator has to have special licenses for his theatre, a marquee, a checking room and an oil burner. He also is required to pay an occupancy tax.

State government taxes are on income of the theatres and unemployment insurance, a payroll tax. Federal levies include the 10 per cent admission tax, income tax, excise tax (unemployment insurance benefit) and social security on employee incomes over $3,600.

Divorcement

(*Continued from page* 1)

Aug. 31, but will not transfer to it the stock of the theatre operating companies. Instead, the individual theatre operating companies must meet—after Aug. 31—the restrictions imposed in the original decree on the new theatre company. Thus, one half the board of each operating company must be approved by the court, the operating companies must be operated independently of the picture company, the operating companies can have no officers in common with the picture company, etc.

Could Continue Two Years

This set-up could continue through Feb. 6, and then for another two years on the same showing on the funded debt as provided in the original decree.

Somewhere along the line, presumably, Loew's will straighten out its tax problems and the stock of the operating companies will be transferred to the new theatre companies.

Justice officials said they couldn't emphasize too strongly that they didn't regard this as a weakening of the decree or as a postponement of the divorcement plan. They said it was merely a change in the form of the divorcement to help Loew's out with its tax problems, and that the substance of the original divorcement plan was unchanged.

Review

"The Desperado"

(Silvermine-AA)

A GRAPHIC and compelling presentation of conditions and characters in the Texas of 1870-73, when the carpet-baggers had the state in their power, adds up to the best of Wayne Morris pictures in recent years. "The Desperado" is a film well qualified to deliver top satisfaction wherever Westerns prosper.

The film casts Morris in the role of Sam Garrett, one of the West's most famous bad men in historical fact, but it gives focal prominence in the story to James J. Lydon in a purely fictional role that never looks to be other than real. Lydon opposes carpet-bagger rule of his home town and is forced to flee after taking part in a public demonstration against the imposed constabulary. On the trail he meets Morris, who takes him in hand, teaches him the lore of the outlaw, the technique of the gunslinger, and finally, when the boy has returned to his home town and is being tried for a murder he didn't commit, takes the stand and testifies successfully in the boy's defense.

Beverly Garland, Rayford Barnes, Lee Van Cleef, Dabbs Greer and Nestor Paiva head up a strong supporting cast.

Vincent M. Fennelly produced and Thomas Carr directed the film with firmness and force. Geoffrey Homes wrote the screenplay based on the Clifton Adams novel.

Running time, 81 minutes. General classification.

'Time' TV Station

(*Continued from page* 1)

Denver television channel after a hotly contested fight with Denver Television Co., controlled by actor James Stewart and Denver exhibitor John Wolfberg.

At the same time the commission authorized the sale by Aladdin, it denied Denver Television Co.'s petition to set aside the earlier grant to Aladdin and reinstate the Stewart-Wolfberg application.

Hope to Do 'Foy' Biography for Para.

Bob Hope's next picture for Paramount will be "Eddie Foy and the Seven Little Foys." Jack Rose will produce and Melville Shavelson will direct the film, which will begin in July. The biographical story is to be filmed in VistaVision and in Technicolor.



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VOL. 75. NO. 124 NEW YORK, U. S. A., TUESDAY, JUNE 29, 1954 TEN CENTS

$1.57 on Common

Universal Net For 26 Weeks $1,721,000

Approximately 28% Over Same Period in 1953

Universal Pictures and subsidiary companies yesterday reported earnings for the 26 weeks ending May 1 of $1,721,000 after providing $1,845,000 for Federal taxes on income. After dividends on the preferred stock, this is equivalent to $1.57 per share on the 1,017,334 shares of common stock outstanding at May 1.

For the twenty-six weeks ending May 2, 1953, earnings were $1,346,000 after providing $2,310,000 for Federal taxes on income. After dividends on the preferred stock, this was equivalent to $1.27 per share on the 961,698 shares of common stock outstanding at May 2, 1953. This period's net is approximately 28 per cent above 1953.

Sees Fox Earnings Doubled in 1954

Donald A. Henderson, 20th Century-Fox secretary and treasurer, reported here yesterday to the New York Security Analysts, who attended a special screening of "The Advancing Techniques of CinemaScope," that the film company's estimated profit before taxes this year will be $16,500,000 as compared to last year's $8,211,000.

Earnings for 1954 are expected at $3.02 per share as compared to $1.65 in 1953, Henderson said.

Limit Senate Debate On Technical Tax Bill

WASHINGTON, June 28.—Senate debate on the technical tax bill got off to a slow start today, but Republican leaders were still predicting passage by the end of the week.

Republican Majority Leader Knowland (R., Cal.) obtained Senate agreement to limit debate on each amendment to two hours, starting Wednes-

(*Continued on page* 4)

New Policies Effected

NT Acquires 20% Evergreen Interest; Fitzgerald Retires

The sale by Frank L. Newman of a 20 per cent interest in his Evergreen circuit in the Pacific Northwest to National Theatres and the retirement of Harold J. Fitzgerald as president of Fox Wisconsin Theatres indicates a realignment of NT's operational policies.

Newman is reported to have sold his 20 per cent interest in his 250-theatre circuit for $800,000. The move will result in streamlining the operations, with William Thedford as Northwest division manager and maintaining offices in Portland and Seattle. Newman has been in the exhibition field for 47 years.

Fitzgerald will conclude his long-term contract with National Theatres on Aug. 1. With his retirement, NT will operate the Wisconsin group of theatres as a district out of the Los Angeles office instead of as a division out of Milwaukee.

It was pointed out in Milwaukee at the weekend that divestiture provisions arising from the Paramount case, economic conditions and the resulting curtailment of operations has had the effect of reducing Fox Wisconsin Theatres from 68 theatres to the presently operated 25 houses.

Fitzgerald will continue as a member of the Fox Wisconsin board of directors and will devote part of his time to his growing personal interests.

Threaten Complaint To UK Government Over Break-Figures

By PETER BURNUP

HARROGATE, England, June 25 (By Air Mail).—Members of the Cinematograph Exhibitors Association at their annual convention here this week instructed their officers forthwith to tell the renters (distributors) that further stalling on break-figures was intolerable.

John Davis, chief of the Rank Organization, unexpectedly intervened in the debate and gave the ultimatum his combine's unqualified blessing.

Theatremen decided that a meeting

(*Continued on page* 4)

Five Regional Meets For Lippert in July

HOLLYWOOD, June 28.—Arthur Greenblatt, general sales manager of Lippert Pictures, has called regional sales meetings for New York, July 9-10; Memphis 13-14; Chicago 16-17; Kansas City 20-21, and San Francisco 23-24, to discuss the next four months' product. Robert L. Lippert will address the meetings on product scheduled for release from July through October.

Walsh vs. Brewer Debate Likely July 8

HOLLYWOOD, June 28.—IATSE president Richard Walsh has tentatively accepted an invitation to attend the July 8th meeting of the Southern California delegates to the IATSE annual convention, in Cincinnati, August 9th, it is announced by Pat Offer, secretary of the Brewer-for-President Committee. If Walsh agrees to debate with candidate Roy M. Brewer on the election issues, Offer

(*Continued on page* 4)

Involves 8 Distributors

Poster Exchange Appeals N. S. S. Anti-Trust Suit

WASHINGTON, June 28.—Charles Lawlor and Mitchell Pantzer, partners trading as the Independent Poster Exchange, have appealed to the Supreme Court their anti-trust suit against National Screen Service and eight major distributors.

The exchange is a motion picture poster renting outfit. The partners' suit charged National Screen with a monopoly in the poster and trailer field and declared that the major distributors aided National Screen to maintain this monopoly.

The Philadelphia District Court and the Third Circuit Court of Appeals threw out the case, holding that the suit was barred by reason of the

(*Continued on page* 4)

Wilcox, Schaefer in New Global Deal

LONDON, June 28. — Herbert Wilcox has renewed an association with George Schaefer on a world-wide production, distribution and exploitation deal for his current production "Lilacs in the Spring" and a series of films with international stars.

Wilcox and Schaefer had a similar

(*Continued on page* 4)

CEA FURTHER ADVANCES GLOBAL COOPERATION OF EXHIBITORS

By WILLIAM PAY

LONDON, June 28.—The desirability of increased cooperation between American and British exhibitors, in line with current proposals to effect a working arrangement among exhibitors internationally on subjects of joint interest, was further advanced at the annual convention of the Cinematograph Exhibitors Associaiton at Harrogate, Yorkshire last week.

The subject was raised at the open forum in the convention by T. H. Fligelstone, an influential member of C. E. A. and its president in 1936. Referring to the recent announcement by the Theatre Owners of America directors at their Los Angeles meeting that delegates would be authorized to meet C. E. A. officers in London, Fligelstone said:

"In view of the way British and American exhibitors had stood together on new techniques and refused to be dictated to by renters, it was important that there should be even more cooperation between exhibitors of both continents."

Fligelstone was supported by R. H. Dewes of the J. Arthur Rank Organization who said a full exchange of views with American exhibitors would be extremely helpful at times.

Although C. E. A. rules restricted the scope of the meeting and no reso-

(*Continued on page* 4)

Senate Ratifies New Pact on Copyright

WASHINGTON, June 28. — The Senate has ratified, by an overwhelming 65 to 3 vote, the proposed new Universal Copyright Convention.

The new convention is designed to give international copyright protection to U. S. films, books, records and other art works. The convention does not become effective for the U. S.,

(*Continued on page* 4)

Personal Mention

RUDY BERGER, M-G-M Southern sales manager, will arrive in New York today from Washington.

•

HAZARD E. REEVES, president of Reeves Soundcraft Corp. and of Cinerama, Inc., accompanied by MRS. REEVES and HAZARD E. REEVES, JR., have left New York by plane for Paris.

•

BEN THAU, M-G-M studio executive, and SPENCER TRACY are scheduled to arrive here July 6 from Europe, en route to Hollywood.

•

JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, left New York yesterday for Buffalo, Cleveland and Chicago.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here today for Oklahoma City.

•

HENRY BERMAN, M-G-M producer, and MITCHELL LEISEN, director, will leave the Coast Monday for England and the Continent.

•

IRVING SHIFFRIN, United Artists exploitation representative, is in Hartford from New York.

•

WILLIAM D. KELLY, president of the M-G-M print department, arrived in Miami yesterday from New York.

•

AL ROOK, president of Film Booking Office, Atlanta, has returned there from Florida.

•

JOEL LEVY, out-of-town booker for Loew's, returned here yesterday from Miami.

•

HUGH PUCKETT, Universal Pictures booker in Charlotte, has returned there from California.

•

WALTER THOMAS, M-G-M booker in Charlotte, has returned there from New York.

$42,000 Photograph Featured in 'Look'

A picture depicting a group of 41 Metro-Goldwyn-Mayer stars, part of a "Look" Magazine spread on the increased production activity of Hollywood, is probably the most expensive ever taken, says the magazine.

Three hours of production time on seven different films were lost in shooting the photo, said to be worth $42,000 by "Look."

Mrs. Marion Engel, 48

BOSTON, June 28.—Funeral services for Mrs. Marion Engel, 48, wife of Phillip Engel, 20th Century-Fox publicist, who died Sunday will be held tomorrow at Stanetsky Funeral Chapel, Brookline. She was an active member of Beth Zion Temple and women's chapter of Sentry Lodge of B'nai B'rith. Besides here husband she is survived by a son and her parents.

Orient, Europe, Latin America

Universal Business Abroad Is Reported Up 20-35%

By LESTER DINOFF

Universal Pictures' foreign business in Australia, New Zealand, the Far East, Sweden and Latin America was reported as 20 to 35 per cent ahead of last year and "bigger than ever before," "good," "prosperous," and "on an even keel" by five of the company's foreign executives who held a joint trade press conference here yesterday at the "U" home office.

Herc McIntyre, Universal's supervisor of Australasia and the South Pacific, reported that "gross theatre receipts in Australia are bigger than ever before." He attributed the high earnings to the prosperous economic conditions of the "Down Under Land."

New Zealand Called Prosperous

Art Doyle, Universal's Far East and Eastern Asia supervisor, said that film business was approximately 20 per cent ahead of last year. W. A. Hislop, New Zealand manager for Universal, was in accord with McIntyre about "prosperity" and increased film business.

Karl Jungmarker, Universal's manager in Sweden, stated that the general film business in his country is "good and on an even keel" with Universal's earnings up 20 per cent. Al Lowe, Latin America manager for the film company, said that Central and South American earnings of his organization were 35 per cent ahead of 1953 with a higher increase expected before the year is over.

Declaring that Australia is a "bright field" for U. S. film producers, McIntyre said that "the motion picture industry in his country is like America's. The people like quality in entertainment. CinemaScope films at first did sensational business, but it is not the form, but the film that counts."

No Shortage Expected

Reporting on the status of theatres throughout his area, the Universal official said that "since the end of World War II, not many new houses have been built. There has been much reconstruction going on." "Australia has a backlog of U. S. product and doesn't experience a shortage like here," he said. Most of the theatres are double bill houses. "Greater Union Theatres buy all and play all of Universal films regardless. Australia books U. S. films three to four months behind domestic release."

Commenting on television, McIntyre reported that "Australia will have TV in two years."

Doyle, reporting on the 10 countries which compose his Far East domain, said that while the economic situations in each area differ, Universal business is up about 20 per cent. "French - produced films are starting to compete with U. S. product in some regions," he said.

Commenting on India, the Universal supervisor declared, that "Indian production, with the exception of one company, is on the skids and in bad shape." The Indian economy is starting to come back and at present is fairly stable, he said. Doyle also stated that U. S. musicals are not generally accepted in India and other countries as the masses like their own music.

Commenting on the over-all situation in the Far East, Doyle asserted that "Japan has shown an increase in business up to 25 per cent a year and that the Philippines are also gaining." Prior to his departure from Japan, Doyle said that it was his understanding that the 62½ per cent "invisible" tax in India did not involve U. S. films. He also reported that Russian and "Red" propaganda films "do as well in India as U. S. films" but in many areas there has been a crackdown on them.

Mobile Circuits Active

Hislop, in his report on conditions in New Zealand, said that "business was quite prosperous." Of the 500-odd theatres in his country, many are temporary installations, he said. "The mobile circuit-exhibitors show a film in six different places during a week," he stated.

Jungmarker said that all foreign films that are shown in Sweden have sub-titles with the Swedish theatregoing public enjoying action and comedy films the most. Throughout Sweden, there are only seven theatres equipped to show CinemaScope films, Jungmarker said, as that medium is not very popular as yet.

Here on a visit because his territory won the No. 1 spot in the Al Daff European sales drive, Jungmarker said that "there are no restrictions on product and all remittances are returnable to the U. S."

Doyle, speaking for the Far Eastern area representatives, stated that "CinemaScope films have helped the film industry a bit. The medium is successful in Japan, India and Singapore."

Latin-America Improvement Seen

Lowe, commenting on Latin America, stated that there has been a great improvement in the film business in the territories with Universal business up about 35 per cent as compared to 1953. "Film business is not so good in Puerto Rico and Cuba due to the economic conditions there," he said.

Television in Puerto Rico and Venezuela has caused a lot of trouble and is affecting film business greatly, Lowe said. "Many stores in Venezuela have TV sets going 24 hours a day keeping the public out of the theatres," he said.

Olga Bruno, 44

BOSTON, June 28.—Olga Bruno, 44, for 15 years assistant manager of Loew's State Theatre here, died after an illness of eight months.

Exhibitors at Odds In Northern Ohio On Film Carriers

CLEVELAND, June 28.—The film transit problem in northern Ohio was discussed in the offices of Horace Adams, president of Independent Theatre Owners of Ohio, by a committee of exhibitors and executives of the film carriers in this area who met to discuss a proposal by Consolidated Trucking Co. to take over this service from the seven carriers who have been operating here for as long as 40 years. Consolidated Trucking Co. is said to have quoted prices lower than the present carrier rates. Controversy arose as both Adams and Martin G. Smith, former ITOO president, who attended the meeting, said they preferred to maintain the messenger service in its status quo while owners of small independent theatres seem to be looking for means to reduce overhead. "I do not look with favor on a single messenger operation," Adams said, "because we do not know where it will lead us in the future."

Board to Get Suggestions

Adams agreed to submit to the ITOO board of directors Milton Mooney's suggestion that a representation of the film carriers state their side of the story at the July board meeting.

Present at the meeting were, in addition to Adams and Smith, Mooney, Harold Raives, Marvin Frankel of the exhibitors' committee and the following film carriers: L. C. Gross, E. S. Johnson, P. L. Tanner, A. Marchand, L. Tuccio, George Thomas, Del Schoeniger, Erwin Albrecht and Andy Tweed.

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and SPECTACULAR STAGE PRESENTATION

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THE HIGH AND THE MIGHTY
CINEMASCOPE AND WARNERCOLOR
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Sees 40% of Italy Gross in World Market

The world market now accounts for approximately 40 per cent of Italian film grosses, Goffredo Lombardo, president of Italian Producers Association, announced here yesterday at a trade press conference.

The 33-year-old film executive, who is also president and sole owner of Titanus Films, one of Italy's major producing and distributing companies, arrived in New York at the weekend. Franco DeSimone, general manager of Titanus and Marcello Girosi, producer with the company, accompanied Lombardo.

Lombardo said the major purpose of his trip is to establish closer contact between IPA and Italian Films Export which he described as "an important distribution factor for Rome product and a major key to fostering Italo-American co-production."

Plans Conferences

Discussions with top U. S. executives of IFE will include a intensive examination of present and future production plans.

Attributing the reported increased popularity and grosses of Italian films both at home and abroad in a large measure to an improvement in quality, Lombardo indicated that production schedules of Italian producers are now geared for even higher quality films. He said that next year, the Italians will release 100 films instead of 150, last year's figure.

Citing a trend toward bigger budgeted features, Lombardo estimated that Titanus' budget for the coming year would be 60 per cent higher than for the previous 12 months. He said that this is true despite a production schedule of 13 films this year as compared to 16 of a year ago.

Describes Regulatory System

He noted that the self-regulatory system which Italian producers recently initiated does not establish any rigid code of criteria for pictures, but calls for the careful examination of the merits, moral and artistic problems of each film by a committee of culturally and artistically qualified men.

The code board is "spontaneous and self-initiated," Lombardo said, and is for the purpose of creating a feeling of "tranquility and ease" for producers before they begin a picture.

Lombardo said that Titanus is planning to release two important productions next fall in one of the new wide screen processes. He indicated, however, that he had not decided on any specific process, such as CinemaScope or VistaVision, as yet.

Here's One Way to Save Ticket Price

MEMPHIS, June 28.—An alert motorist hurriedly telephoned police and reported he saw two youths "stuffing" a girl's leg into an automobile trunk. Investigation disclosed the boys had put their date in the trunk to save admission price at a drive-in theatre here.

INDUSTRY LEADERS PAY TRIBUTE TO HOYT'S TURNBULL AT DINNER

More than 100 distribution and exhibition leaders last night honored Ernest Turnbull, managing director of Hoyt's Theatres, Ltd., Australia, at a testimonial dinner at New York's 21 Club.

Joining in the tribute to the theatre executive from Australia, currently in the United States on a business trip, were heads of producing-distributing companies, theatre circuits, financiers and domestic and international sales executives.

Top Executives Present

Among the industry heads in attendance were Spyros P. Skouras, president of 20th Century-Fox; Milton Rackmil, president, Universal-International; Murray Silverstone, president, 20th Century-Fox's International Corp.; James R. Grainger, president, RKO Radio; Richard W. Altschuler, head of Republic Pictures International; Sol A. Schwartz, president, RKO Theatres; George Skouras, president, United Artists Theatre Circuit, and Spyros Skouras, Jr., president of Skouras Theatres.

Other figures at the testimonial were Al Lichtman, director of distribution, 20th Century-Fox; Jack Cohn, executive vice-president, Columbia Pictures; C. J. Feldman, vice-president, Universal-International; Ned Depinet, past head of RKO; Charles Boasberg, RKO Pictures; W. C. Gehring, 20th Century-Fox, and Edward Morey, of Allied Artists.

Also Arnold Picker, United Artists; Plato Skouras, Skouras Theatres; William Moclair, Roxy Theatre; Walter Branson, RKO Pictures; Charles Reagan, Loew's; Norton Ritchey, Allied Artists; Emanuel Silverstone, 20th Century-Fox; Samuel Rinzler, Randforce Theatres; Joseph Seider, Prudential Theatres; Harold Goldstein, Allied Artists; Harold Seidenberg, Fox Theatre, Philadelphia; Arthur Silverstone, 20th Century-Fox; Bernard Kranze, United Artists; and David Idzal, Fox Theatre, Detroit.

Bankers Attend

Also Herman G. Place, General Precision Equipment Corp.; Herbert Golden and Harry A. Watkins, Bankers Trust Co.; A. C. Abeel, Guaranty Trust Co.; Frank G. Ross, Chase National Bank; and 20th Century-Fox directors Colby M. Chester, Robert L. Clarkson, Hon. Daniel O. Hastings and Kevin McCann. Other Fox executives present were W. C. Michel, Donald A. Henderson, Wilfred Eadie, Otto Koegel, Alex Harrison, Glenn Norris, Lem Jones, Edward Sullivan, Rodney Bush, Abe Goodman, Leslie Whalen, Earl Sponable, Herbert Bragg, Edwin S. Frazer, Edmund Reek, Ulric Bell, Bertram Bloch, Joseph Pincus, Jack Miller, Robert Kreier, Alan Silverbach and William Reisman.

Warners Sells Two Houses to Realty Co.

CLEVELAND, June 28.—In a real estate deal involving an announced $500,000, the Uptown and Variety theatre properties have been purchased by Edward H. and William A. Wargo of Wargo Realty Co. here, from Warner Brothers who owned and operated them continuously since 1929. The Uptown Theatre, a onetime deluxe neighborhood house, has 3,850 seats. Included in the Uptown property are the theatre, its equipment, eight stores with offices and medical suites on the second floor.

The Variety property includes the 1,900-seat Variety Theatre, all equipment, ten stores units with twelve living suites and offices above. Both properties were built in 1928 by Sam Stecker, Meyer Fine and Abe Kramer who now head the Associated Theatre Circuit. Original cost was approximately $2,000,000.

Wargo brothers have formed Uptown Variety, Inc. to operate the properties to which they took possession last week, with Edward as president and William as secretary-treasurer.

Wargo Realty is a long established real estate company founded 36 years ago by Edward Wargo, Sr., and now run by his two sons who, during the past year, have purchased other theatre properties in this area and have converted them into other business uses. These include the Rex, now a furniture store; Royal, a bank; Miles, converted into a warehouse and the Gordon Square, used for storage.

New UA Title

"Down Three Dark Streets" is the new title of the forthcoming crime film drama formerly called "Case File, F.B.I.," United Artists announced.

20th-Fox Acquires 'Luther' Overseas

Twentieth Century-Fox has acquired the distribution rights to "Martin Luther," for release in 38 foreign countries and territories abroad, it was announced by Murray Silverstone, president of the company's international and inter-American organizations.

The Louis de Rochemont-Lothar Wolff production will be released by 20th Century-Fox in Argentina, Australia, Belgium, Brazil, Burma, Chile, Colombia, Cuba, Dominican Republic, Ecuador, Egypt, France, Hong Kong, India, Indonesia, Iraq, Israel, Italy, Japan, Lebanon, Mexico, New Zealand, Pakistan, Panama, Peru, Philippine Islands, Portugal, Siam, Singapore, South Africa, Spain, Syria, Taiwan (Formosa), Trinidad, Uruguay, Venezuela, Greece and Turkey.

Japanese Films Not Red Tainted: Nagata

HOLLYWOOD, June 28.—Masaichi Nagata, Japanese producer and president of the Federation of Motion Picture Producers in Southeast Asia, told a press conference here that reports concerning Communist influence in Japanese pictures are greatly exaggerated. Pointed out that only seven among 250 films produced in Japan last year were "Communist-influenced" and that the company which made them went bankrupt, he said the Japanese people want "entertainment only" in their pictures, and stated that they universally reject propaganda or planted "message" content.

Nagata is the guest of Samuel Goldwyn while here.

Stock Brokers Hail 20th-Fox CinemaScope

Twentieth Century-Fox's demonstration reel, "The Advancing Techniques of CinemaScope," was applauded yesterday when the film company screened the hour-long film for the New York Security Analysts at its home office projection room.

The program, presided over by Donald A. Henderson, treasurer and secretary of 20th-Fox, was held to acquaint representatives of leading brokerage firms with technical advances in stereophonic sound and CinemaScope.

Prior to the presentation of the film, Earl I. Sponable, 20th-Fox research director, explained the operation of CinemaScope's new "taking" lenses which were developed by Bausch & Lomb, and advances made in stereophonic sound. Models of equipment were displayed and described by Sponable.

'Robe' Lenses Shown

The CinemaScope projection attachments on display were: original lenses used in filming "The Robe," Bausch & Lomb; Gaumont-Kalee, British; Officine Galileo, Italian; Aga-B & L, Swedish; Bell & Howell; Moeller, German; Carl Zeiss, German; Nippon Kogaku, Japan.

The CinemaScope four-track magnetic high-fidelity stereophonic reproducers "penthouse or button-on heads" on display were: Product Perfection, Swiss; Ballantyne, U. S. A.; Mutiograph, U. S. A.; Zeiss Ikon, German; Rea-MGF, U. S. A.; Simplex, U. S. A.; British Acoustic, British; Brockless Simplex, British; Klangfilm, German; Phillips, Dutch; Ampex, U. S. A.; La Precision Cinematographique, French; Magnasyne, U. S. A.; Westrex, U. S. A.

Application Filed Against NYC Tax

Application has been filed in the Supreme Court, New York County, to seek prevention of the levying of the New York City five per cent admissions tax on advance sales of tickets in legitimate theatres.

The application was made by Seven Lively Arts, Inc., for the Ziegfeld Theatre and Louis Lotito for the Martin Beck Theatre. A companion suit is being filed by three Shubert theatres in the city.

The object of the suit is to obtain a declaratory judgment holding the tax law unconstitutional insofar as it relates to tickets purchased before the enactment of the law on June 18 for performances on July 1 and thereafter. It also is intended to obtain an injunction pending trial of the action restraining the City Comptroller from collecting the taxes.

'Caine' Takes $88,000 In 4 Days at Capitol

Columbia's "The Caine Mutiny," currently at the Capitol Theatre here in its premiere engagement, grossed $88,000 during the first four days, with more than $140,000 anticipated for the first week gross, the film company announced yesterday.

Walsh, Brewer

(*Continued from page* 1)

said, the press will be barred or admitted at the former's option.

Other speakers on the program, which will be a dinner affair at the Hollywood Athletic Club, will be James Sipe, candidate for vice-president, and William Bennett, Washington, D. C.

May Joins Brewer Slate for IA V.P.

COLUMBUS, O., June 28.—William J. May, business agent of the Motion Picture Operators local in Spokane, Wash., has joined the Roy Brewer ticket, it was announced here at the conclusion of the Ohio Motion Picture Operators Association meeting.

May, who is also secretary of the IATSE first district and secretary of the Spokane Central Trades and Labor Council, will run for the fourth vice-presidency of the association.

Limit Senate Debate

(*Continued from page* 1)

day, and said that with this agreement, passage Wednesday or Thursday might be possible.

Senate to Consider House Change In Reciprocal Trade Extension Bill

WASHINGTON, June 28.—The House agreed to one Senate amendment but rejected another Senate change in the one-year reciprocal trade agreements extension bill. It substituted a change of its own for the second Senate change.

The House change must now be approved by the Senate before the legislation can be cleared for the White House. Both amendments involved relatively unimportant subjects.

Appeals Suit

(*Continued from page* 1)

fact that a similar, earlier suit had been dismissed after the parties had worked out a settlement. The courts held the matter had been adjudicated once and could not be the subject of a second suit.

The partners claim that National Screen had violated the earlier settlement, under which it had promised to sell to the independent firm any posters as were under National Screen's exclusive control. They told the high court today that the new suit claimed damages only for actions taking place since the settlement, and that they should therefore not be barred from pushing the case.

Wilcox-Schaefer

(*Continued from page* 1)

partnership in 1939, following the production of Wilcox's "Victoria the Great." "Lilacs in the Spring" stars Anna Neagle and Errol Flynn and is being distributed in the Western Hemisphere by United Artists and throughout the Eastern Hemisphere by Republic International.

Senate Ratifies

(*Continued from page* 1)

however, until both House and Senate pass implementing legislation. Typographical unions are strongly fighting the implementing legislation, and the outlook is not considered good for passage of the bill at this session.

CITE MISS BOOTH AS FILM OPENS



ACADEMY AWARD winner Shirley Booth's second motion picture, "About Mrs. Leslie," a Hal Wallis production for Paramount, had an exciting world premiere Sunday at the Victoria Theatre here. Miss Booth was on hand for the event, and received on the stage a special Actors' Equity Award as a tribute to her talent. Left to right: Ben Grauer, master-of-ceremonies; Adolph Zukor, Paramount board chairman; Kim Hunter, representing Equity Council; Miss Booth, Barry Sullivan, Hermione Gingold, Bill DeWolfe and Paul Jones, Equity official.

Moss Claims Further IA Brewer Support

Support for the slate of Roy Brewer and Russell M. Moss as candidates for president and vice-president of IATSE international, respectively, was alleged at the weekend by Moss, business representative and executive vice-president, Motion Picture Home Office Employees, Local H-63, IATSE.

Moss announced that five delegates had pledged themselves to support the candidacy of the Brewer slate "immediately upon being elected." The announcement followed a meeting of delegates from the special department locals of the Tenth District of IATSE Sunday in Albany. Delegates were elected to represent them at the coming IATSE convention in Cincinnati, scheduled for the first week in August.

Feels 'Very Optimistic'

Moss said he felt "very optimistic right now," over the developments. His main purpose now is to hold the pledged delegates to their word until the convention convenes, Moss added.

Meanwhile, he told of tentative plans to attend a forthcoming dinner in Los Angeles July 8, to be attended by all Los Angeles locals supporting the Brewer slate. Moss said the locals have invited both sides running for election to attend and discuss their differences.

Brewer representatives, meanwhile, disclaimed knowledge of any challenge by Brewer to Walsh to debate on the Coast. They reiterated, however, repeated statements by Brewer that he would like to debate any issues connected with IATSE with Walsh "at any time or place."

'Apache' Tomorrow

United Artists' "Apache" will have its world premiere at the Roosevelt Theatre in Chicago, tomorrow. The UA release opens at the Mayfair Theatre in New York on July 9.

SPG, Press Discuss Product, Divorcement

HOLLYWOOD, June 28.—Product shortage and theatre divorcement's effect on production were the principal topics discussed by seven producers and their press guests at the first 1954 monthly luncheon given by the Screen Producers Guild at the Brown Derby here today.

The product shortage, and its causes, dominated the discussion, which was informal and general, but no unanimity eventuated. Theatre divorcement, on the contrary, was generally held to have been beneficial, in that it tended to compel heightened competition among producers, directors, writers and other creative talent.

Producers at meeting, presided over by president Arthur Freed, included Carey Wilson, Buddy Adler, Julian Blaustein, Louis Edelman, Samuel G. Engel and John Houseman.

$2,250,000 Asked in 'Miller Story' Suit

WASHINGTON, June 28.—A Washington public relations counsel has brought a $2,250,000 suit against Universal Pictures Co., alleging that he had the original idea for a film based on the life of Glenn Miller.

Col. Edward M. Kirby claimed he was paid $3,000 for the story idea by Universal and was told he would receive additional compensation later. He said it was on this basis that he signed his rights to the film company and served as technical adviser for the film, but that he never received the additional pay.

Filmakers Engage Meggs

HOLLYWOOD, June 28. — The Meggs Studio, Hollywood, has been engaged to prepare national advertising for Filmakers "Private Hell 36" through Mort Goodman Advertising, agency for the company.

Break-Figures

(*Continued from page* 1)

of the Trade's Four Associations be called for June 29. If renters then persist in their present adamant attitude, theatremen, accompanied by the producers, will go to the Government and lay a formal plaint of unjustifiable if not illegal trading practices by the distributors and, in particular, the Americans. They have decided, moreover, to end the Eady Plan altogether unless renters play their way.

The situation obviously is charged with much dynamite, but the feeling here is that a face-saving formula will be found before June 29.

Similar determination was evidenced when the general council turned its attention to the demand of Tom O'Brien of the National Association of Theatrical and Kine Employees for a new wage and working-conditions agreement. Far from conceding the union's demands, CEA put forward the following proposals:

¶ A reduction in the number of men employed in a theatre's projection booth.

¶ The maintenance of the present working hours.

¶ The restriction of any wage-increases to a maximum of 4s. 6d. per week.

¶ An undertaking from N.A.T.K.E. that any agreement which is ultimately negotiated shall remain in force for a minimum of three years.

Irked by tactics of the union, the CEA general council instructed the officers to inform the Ministry of Labour of the dispute and to seek the Government's mandate for compulsory arbitration.

Striking evidence of a new sense of urgency was seen also in the crowded open forum.

VistaVision Favored

The opinion generally of the forum came down heavily against directional sound and very much in favour of VistaVision projected on an aspect ratio not larger than 1.85 to 1.

This, indeed, may well be called VistaVision's week. It was learned here that the Rank Organization, vastly impressed by the London demonstration of the system, plans, after August, VistaVision productions at Pinewood Studio. All that is holding the project up at the moment is the delivery of the necessary equipment. Before leaving the convention John Davis, managing-director of the J. Arthur Rank Organization, said: "We have decided on this system because it seems that all our films can be shown in this improved pattern without requiring cinemas to make a large capital outlay."

CEA

(*Continued from page* 1)

lution could be passed, the officers made it clear that the views of members expressed at the meeting would provide a valuable guide to the association's general council at its next meeting.

The extended controversy over break figures and the Eady levy prevented C. E. A.'s general council from discussing the global alliance at the convention.

Back in London, C. E. A. officers repeated their welcome to any visiting American exhibitor delegates desirous of discussing the proposal.

U.K. TV Film Ban Rouses Unions' Ire; Hint at Retaliation

LONDON, June 28.—Following the recently reported American Federation of Labor ban on films made here for U. S. television, two British film unions have threatened counter-measures. The two unions—the Association of Cine and Allied Technicians, and British Actors' Equity—are conveying their joint views direct to their American counterparts.

Over 70 per cent of the screen time of British cinemas is devoted to American films, they claim, and "a policy of ban and counter-ban would undoubtedly react unfavorably on American actors and technicians." The unions are also requesting the British Government to intervene.

Discussed in Geneva

In addition, the ban sent N. A. T. K. E.'s Tom O'Brien flying to Geneva for talks with leading executives of the American Federation of Labor. On his return, O'Brien said that it was generally agreed that the problem could better be solved by an arrangement between the Hollywood and British film unions. He was opposed to retaliation, but indicated that such measures would be forced upon the British unions unless the Hollywood unions approached the problem in a less aggressive manner. He hoped to further discuss the issue when he attends the International Alliance convention in Cincinnati in August.

Expect Okay of FCC Member's New Term

WASHINGTON, June 28.—The Senate Commerce Committee unanimously approved President Eisenhower's nomination of John C. Doerfer for a new seven-year term as a member of the Federal Communications Commission, starting July 1. Early Senate confirmation is expected.

RKO St. John Office Kramer Drive Victor

The Canadian branches of RKO Radio fulfilled their quotas in the Sidney Kramer short subjects drive, it was disclosed yesterday by Jack L. Labow, Canadian district manager. Quotas for the drive were based on last year's all-time highs for RKO shorts in Canada.

The leading branch in the drive to celebrate Kramer's 25 years with RKO was St. John, followed by Vancouver, Winnipeg, Toronto, Calgary and Montreal.

Remodel Mass. House

HARTFORD, June 28.—Sam Goldstein, president of Western Massachusetts Theatres, Inc., has disclosed plans for a $50,000 remodeling project at the Casino Theatre, Ware, Mass.

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Television--Radio

with Pinky Herman

"BIG STORY," which will take a summer hiatus with the July 9 stanza, will be summer-replaced on NBC-TV by "The Best in Mystery"—a series of 10 half-hour telefilm dramas which will be sponsored on alternate weeks by the American Tobacco Co. and the Simoniz Co. Sullivan, Stauffer, Colwell & Bayles is the agency. . . . Robert Merrill and his bride, Marian Machno, concert pianiste, honeymooning in Rome where he'll wax a new batch of RCA-Victor platters next week. . . . Jane Pickens' TV ABConcerts, heard every Sunday at 6:30 p.m., has been renewed for another 13 weeks. . . . A visiting chaplain to the recent Lambs' Memorial Service was so stirred by Georgie Price's rendition of "Four Chaplains," written in honor of the four heroic chaplains who went down with the Dorchester in World War 2, by Geoffrey O'Hara, Dan S. Twohig and Harry S. Miller, that he asked Georgie to record it. The recording will be featured at the National Chaplain Convention to be held here July 29. Dave Kapp is the publisher of the song. . . . His many years as genial emcee of the "CBStrike It Rich" TVideo series (starting its seventh year next week) has earned Warren Hull numerous invitations to speak at civic functions. His latest invitation was a call to deliver a sermon at a church in Philadelphia, which was themed on "How to strike it rich Spiritually." In September Warren will be guest speaker at the Poor Richard Club festivities in Philadelphia (and that's the Hull truth). . . . Due to a tremendous increase in his schedule, namely, national concert tours, music publishing, recordings, music school at Shawnee, invitations, benefit appearances, etc., Fred Waring's ninth year of association with General Electric, starting in the fall, will consist of four extraordinary musicales as part of the "General Electric Theatre" which Ronald Reagan will introduce Sundays at 9 TVia 120 CBStations. At least one or two will be colorcast with 2 shows originating in New York and one each in Chicago and Hollywood.



Warren Hull

☆ ☆ ☆

Sid Caesar, whose live one hour NBC-TV series will be seen three Mondays out of every four starting Sept. 27 will be jointly sponsored by RCA, American Chicle and Speidel. Produced by the Shellric Corp., the program will be produced by Leo Morgan, video-directed by Clark Jones, scripted by Mel Tolken, Tony Webster, Joe Stein (former "Your Show of Shows" writers) and Aaron Ruben with Boris Runanin, choreographer. Comics Carl Reiner and Howard Morris likewise have made the switch from the Max Liebman "Y. S. O. S." with Herb Andrews, talented NBC scenic designers, also in the fold. . . . Producers Juliet and Lester Lewis leave for Vancouver early in August where they'll accompany Florence Chadwick, who'll attempt to swim the Straits of Juan De Fuca. (The Lewis' will accompany Florence in a boat.) . . . Red Benson, star of "Name that Tune," which will move to CBS in the fall, after a summer hiatus, has signed with Frank Cooper Associates. In our book Red is one of the most talented entertainers in our midst.



Sid Caesar

☆ ☆ ☆

Retaining over 10,000 *square feet of space at its former quarters at* 580 *Fifth Ave. for shipping, mailing and duplicating, BMI and its affiliate AMP have moved their executive offices to* 589 *Fifth Ave., occupying* 21,000 *sq. ft. . . . For the fifth consecutive year Lanny Ross will be featured at the Steel Pier in Atlantic City for a week, thence to be starred at the Asheville Music Festival at Ashcville, N. C. . . . Bob Monroe planing to Hollywood to produce a new batch of "High Adventure" programs starring George Sanders. . . . One of the better radio quiz shows, "20 Questions," after a five week hiatus, moves over to ABC starting next Tuesday. . . . Our own Walter Brooks, editor of the Motion Picture Herald Managers' Round Table dep't., has authored a most enlightening TV article which appears in the current issue of American Legion Magazine. . . . Bill Hobin, dynamic young associate producer-director of "Your Show of Shows," leaves with his family today for a month vacation at Big Moose Lake in the Adirondacks.*

Hits Common Carrier For Pay-as-You-See Television System

WASHINGTON, June 28.—The Radio-Electronics-Television Manufacturers Association has gone on record against a pending bill to classify subscription television as a common carrier.

That would make all rates subject to advance FCC approval. As a broadcasting service, rates would not be subject to FCC okay. RETMA president Glen McDaniel, in a letter to House Commerce chairman Wolverton (R., N. J.), said the proposed bill involved an "arbitrary" classification which would be "detrimental to the public interest." He declared that subscription TV should be given a "fair opportunity" to develop.

'Victory at Sea' Here on July 13

"Victory at Sea," the NBC Film Division production which pictures the history of the United States Navy in World War II, will have its New York premiere at the Trans-Lux 60th St. Theatre on July 13, it has been announced by William J. Heineman, vice-president of United Artists in charge of distribution.

A special preview showing of the film will be held at the theatre on Monday evening, July 12, for Navy, Army and Air Force personnel, many of whom appear in the picture. Motion picture, radio and television industry notables also will attend the special showing.

Henry Salomon, naval historian, produced "Victory at Sea" under the supervision of executive producer Robert W. Sarnoff, vice-president in charge of the NBC film Division.

$6,000,000 Budget For 'Conqueror'

The budget of "The Conqueror" has been increased to $6,000,000, making it what is said to be the most expensive production to be made completely in this country in the post-war period, it is announced by RKO. Other recent big budget productions have been filmed in part or in full in foreign countries, a studio spokesman pointed out. The cost of the John Wayne-Susan Hayward-Pedro Armendariz starrer, currently on location at St. George, Utah, was originally set at $4,000,000.

Under the aegis of producer-director Dick Powell, the story of Genghis Khan is being filmed in CinemaScope and color.

Thompson Advanced

LONDON, June 28.—Leslie E. Thompson has been appointed acting secretary of Columbia Pictures Corporation, Ltd. He entered the industry in 1923 and joined Columbia as production representative here in 1950. Since 1953 he has been administrator of Columbia here.

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VOL. 75. NO. 125 NEW YORK, U. S. A., WEDNESDAY, JUNE 30, 1954 TEN CENTS

MPIC SAYS IT RESIGNED FROM COMPO THREE MONTHS AGO

HOLLYWOOD, June 29.—The Motion Picture Industry Council, in a formal announcement today, disclosed that it had resigned from the Council of Motion Picture Organizations, in which it was a founder-member. The resignation took place three months "following careful deliberations and on the conclusion that divergence of opinion exists between the two organizations concerning a solution to problems in areas of mutual interest. The announcement closed with the assurance that "MPIC stands ready at all times to cooperate with COMPO or any other industry organization in order to best serve the interests of the industry."

In New York yesterday, it was reported that efforts were being made to "patch up" the differences between MPIC and COMPO.

First of Its Kind

Para. Appeals Salt Lake Ruling on Release Format

Paramount Pictures, American Broadcasting-Paramount Theatres and Intermountain Theatres of Salt Lake City have filed an appeal with the 10th Circuit Court of Appeals in Denver asking that an injunction against them—specifying how the film company should release and distribute pictures in Salt Lake City—be set aside.

Prior to the injunction, which was granted by Federal Judge Willis W. Ritter in favor of Village Theatres, Inc., who charged Paramount with discrimination against the Villa Theatre in Salt Lake City, no other court in the U. S. has ever directed how films should be distributed, it is understood.

The appeal papers which were filed in Denver by Paramount lawyers late

(*Continued on page 6*)

Industry Asked to Aid Korean Relief By the President

WASHINGTON, June 29.—President Eisenhower and leaders of the American Korean Foundation asked the film industry to conduct another money-raising Korean relief collection drive in theatres this fall.

The request was made at a White House luncheon, attended by some 30 industry leaders, primarily exhibitors. The industry representatives made no commitment, though sentiment seemed to favor a repeat performance this year on the highly successful Korean relief drive carried out in theatres last summer. A formal decision will probably have to be made at a meeting of all industry organizations,

(*Continued on page 6*)

Hatch Resigns From Atlas Corp. Post

L. Boyd Hatch is retiring as a full-time associate in the Atlas Corp. organization, effective today. Hatch has been an officer of the company for over 30 years.

Hatch will continue as a director of Atlas and will also serve in a consulting capacity.

ALLIED CHECKING RENTAL DEMANDS

Damages Claim Against B & K Is Dismissed

CHICAGO, June 29. — Federal Judge Michael Igoe today dismissed a treble damages claim for $1,800,000 filed against Balaban & Katz by attorney Thomas C. McConnell for plaintiff in the Jackson Park case.

Judge Igoe's memorandum opinion found McConnell's claim unwarranted. Defendants claimed continuing conspiracy on the part of Balaban & Katz following lifting of a two-week ban on first run films last December.

Stricken also was McConnell's move to include 20 new defendants in claims for damages against Balaban & Katz. Ruling on a request for modification of the original decree, filed by B. and K., is set for Sept. 13.

Brackett Six-Time Academy President

HOLLYWOOD, June 29. — The board of governors of the Academy of Motion Picture Arts and Sciences today reelected Charles Brackett as president for his sixth term. Also elected were Johnny Green and Samuel G. Engel, vice-presidents; Edward B. Powell, secretary; Hal Elias, assistant secretary; John O. Aalberg, treasurer, and Hal Mohr, assistant treasurer. Mrs. Margaret Herrick was reelected executive director.

Will Seek Meeting With Distributors in July; Units to Submit Data

WASHINGTON, June 29.—Allied States Association's committee investigating members' complaints against distributors will probably seek a meeting with the film companies for sometime late in July.



Ben Marcus

Members of the committee met here informally, while they were in town to attend a White House luncheon on a proposed Korean relief drive. The committee is checking into charges by Col. H. A. Cole that higher rental demands by distributors are depriving the exhibitors of the benefits of the recent admission tax relief, and also into a demand by general counsel Abram F. Myers that print shortages should be adjusted by lower rentals.

Allied president Ben Marcus said the committee members discussed the situation and noted that the various Allied units are now being asked to check on all complaints and submit authenticated information to the committee. As soon as full results are tabulated, Marcus said, the committee will seek a meeting with the heads of the film companies to discuss Allied's grievances.

Marcus declared that Allied would

(*Continued on page 6*)

UK WANTS STERLING REMITTANCE PACT WITH HOLLYWOOD RENEWED

LONDON, June 29.—A Board of Trade spokesman let it be known today that government officials here are not prepared to dispense with a remittance pact governing conversion of American film earnings despite the nation's improved economic position and current talk of free convertibility of sterling.

"The present film agreement is working well and has done a lot of good," the spokesman said. "But it needs to be continued despite Britain's improved financial position. The Board will fight to this end," he said, adding that "there is no vast accumulation of blocked earnings here."

He confirmed that negotiation of a new pact will commence in Washington September 22 but dismissed as "wishful thinking" reports that no regulations would be imposed on American film companies' earnings here after expiration of the current pact.

Eisenhower Gets Bill On Reciprocal Trade

WASHINGTON, June 29.—A one-year extension of the reciprocal trade agreements program was sent to the White House today.

Film industry leaders have backed an extension of the program, arguing that freer world trade makes easier the industry's search for overseas markets and for free remittances.

The House originally passed the one-year extension, continuing the program until next June 12. The Senate approved the House bill with two slight changes, and the House then insisted on a further change in the Senate version. The Senate today accepted the House change, sending the measure to the President.

Personal Mention

TRUEMAN T. REMBUSCH, president of Allied Theatre Owners of Indiana, is in New York from Franklin, Ind.

•

BRYAN T. MICKEY, producer, and RICHARD HEARNE, actor, arrived here from London yesterday via B.O.A.C. Monarch. NINO MARCEL, actor, will leave here for England by the same route today.

•

RUDY BERGER, M-G-M Southern sales manager with offices in Washington, and JACQUES C. REVILLE, Charlotte manager, have returned to their respective headquarters from New York.

•

AL SCHUMAN, retired general manager of the Hartford Theatre Circuit, Hartford, and MRS. SCHUMAN have left there for their home in Daytona Beach, Fla.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and SIMON B. SIEGEL, treasurer, have arrived in Detroit from New York.

•

ROBERT DOWLING, president of City Investing Co., will arrive in New York tomorrow from London via B.O.A.C. Monarch.

•

BARNEY PITKIN, Connecticut exchange manager for RKO Radio, and MRS. PITKIN are marking their 29th wedding anniversary.

•

WILLIAM RICHARDSON, president of Astor Pictures of Georgia, and MRS. RICHARDSON have celebrated their 39th wedding anniversary.

•

CARYL HAMBURGER, manager of the Little Theatre, Baltimore, has arrived in New York from there.

AMPP Dines Nagata, Japanese Producer

HOLLYWOOD, June 29.—The Association of Motion Picture Producers today honored the Japanese producer, Masaichi Nagata, at a luncheon, with Japanese-American cooperation the keynote voiced by chairman Y. Frank Freeman. The honor guest declared "I promise I shall exert all my own effort, all my life, to realizing the aim that the motion picture people of Japan and the United States learn to cooperate for the peace of the democratic world."

Doerfer Nomination To FCC Confirmed

WASHINGTON, June 29.—The Senate confirmed the nomination of John C. Doerfer for a new, seven-year term as a member of the Federal Communications Commission, starting tomorrow. Doerfer has been serving out a partial term. From time to time, there has been speculation that the President might select Doerfer as FCC chairman.

RKO Radio to Hold N.Y., S.F. Meetings

RKO will hold sales meetings in New York, on July 7-8, and in San Francisco, July 12-13, it was announced yesterday by Charles Boasberg, RKO's general sales manager. The company last week completed similar conferences in New Orleans and Chicago.

The New York discussions will be held at the home office, while in San Francisco, the meetings will take place at the St. Francis Hotel. Boasberg will preside at the conferences, which will be addressed by J. R. Grainger, president of RKO Radio Pictures.

The San Francisco meeting will serve as a prelude to the world premiere of "Susan Slept Here" on July 14 at the Golden Gate Theatre.

Bright Future Seen In Goldwyn Article

"There is no other medium of entertainment which, if properly utilized, can give people as much value as motion pictures."

In an article by Samuel Goldwyn built around, and enlarging upon, this theme, "The American Weekly" in its issue to be published on July 11, and entitled "Is Hollywood Finished?" will give an emphatic answer in the negative, stressing the remarkable comeback of films during the past two years following a five year period of steady recession.

Credit for much of the recovery is accorded by Goldwyn to the new media—Cinerama, 3-D, CinemaScope, VistaVision and Magnascope—yet it is stressed that what has brought back the audiences is quality, with or without the new developments. Among the pictures cited in this connection are "From Here to Eternity," "Roman Holiday," "Stalag 17," "The Quiet Man" and "Come Back, Little Sheba."

"Hollywood finished?" says Goldwyn in conclusion, "why, we haven't really started yet."

Col. Sees Biggest Capital Film Rental

Hailed by Loew's Theatres as the greatest grosser for this time of year in the history of the Capitol Theatre, Columbia's "The Caine Mutiny" begins the second week of its run at that house tomorrow following an opening week that saw it gross approximately $140,000.

In a telegram to Abe Montague, Columbia's general sales manager, Joseph A. Vogel, vice-president of Loew's, congratulated Columbia for the business done in the opening week and predicted that the theatre would turn over to Columbia the highest film rental they have ever paid, including the record amount paid for "From Here To Eternity."

'Jazz' Set For Paris

Roger Tilton's 20-minute featurette "Jazz Dance" will premiere at the Paris Theatre here in the early Fall on the same program with Vittorio DeSica's "Bread, Love, and Dreams," Tilton announced here yesterday.

Filmack Trailer at 35th Anniversary

CHICAGO, June 29.—Filmack Trailer Corp. of this city will observe its 35th anniversary on Thursday.

Irving Mack, head of the company, augmented the film and theatre exploitation and publicity activities in which he had been engaged in this city for seven years, with the new trailer company on July 1, 1919. The company expanded rapidly and within a few years was distributing special trailers nationally. Its growth has been continuous since.

Plan Big Phoenix Premiere of 'Fear'

PHOENIX, Ariz., June 29.—A circus and Hollywood luminaries will highlight the festivities that have been set up to herald the world bow of "Ring of Fear," a Wayne-Fellows CinemaScope production for Warner Bros., at the Fox Theatre here on Friday evening. Lt. Gov. Wesley Bolin, representing Arizona's Governor Howard Pyle, will head a list of state and civic dignitaries who will attend the premiere.

This city is going all out in its cooperation for the premiere by blocking off Washington Street, its busiest thoroughfare in front of the theatre for the premiere events. This will mark the first time this has been done since the war days when it was occasionally roped off for bond drives.

Television (Station KOOL-TV) and newsreel cameras and radio microphones will be leveled at the front of the Fox Theatre to catch the Hollywood contingent and the circus atmosphere of premiere night.

'Living It Up' Bows In A.C. on July 15

"Living It Up," Paramount Technicolor musical, co-starring Dean Martin and Jerry Lewis, will have a world premiere at the Warner Theatre, Atlantic City, on July 15. The opening of the film will highlight a two-day celebration with Dean and Jerry serving as hosts.

The event also will mark the eighth anniversary of the team of Martin and Lewis, who first joined forces in 1946 at the 500 Club in Atlantic City.

The comedians will celebrate this occasion by inviting a large delegation of press, radio, television, magazine and wire service columnists.

White Joins Schubert

Paul White, former executive with David O. Selznick and Paramount Pictures, has been elected executive vice-president of Bernard L. Schubert, Inc., and its affiliated companies.

Mrs. William Campbell

GREENVILLE, S. C., June 29.—Mrs. William Campbell, mother of James Campbell who is Allied Artists sales representative in Atlanta, died at home here of a heart attack.

Five Major Imports From Times Slated For the Autumn

A slate of five major imports, designed for adult audiences, will be released this fall by Times Film Corp., William Shelton, recently appointed vice-president in charge of sales for the company, announced at a press conference which was held here yesterday.

The first of Times Film's fall schedule, "One Summer of Happiness," has already played pre-release engagements of four months in Los Angeles, 12 weeks in San Francisco and Chicago, and is currently in its 10th week in Washington and its eighth week in San Diego, Shelton said.

Set San Diego Mark

The film opened to a record-breaking $9,400 gross at the 605-seat Mission Theatre in the latter city, Shelton said, adding that the Fox West Coast circuit has booked the Swedish-made film into a majority of its houses.

"One Summer of Happiness" is the only one of the five to have been passed by the New York State Censors, Shelton revealed. It will open its first-run New York engagement at the World Theatre around Labor Day.

The other attractions now being prepared for release, with probable premieres at the company's two New York houses, the World and Little Carnegie Theatres, are: "The Game of Love," based on a Colette novel, recipient of the 1954 Grand Prix de Cinema Francaise, and "Versailles," a historical picture in color by Gaevert, a Belgian process. The film outgrossed "The Robe" and "Gone With the Wind" in Paris this season, Shelton said.

Fernandel Feature Scheduled

"The French Touch," a Gallic comedy starring Fernandel, will be third on the list of Time Film fall releases. It will be followed by a semi-documentary Eastman color called "Naked Amazon." "Desperate Decision," the story of an informer told against an Irish background, will round out the company's quintet of fall releases, Shelton indicated.

Harrison Acquires Japanese Picture

American distribution rights to the Japanese film, "Ugetsu," co-winner of the grand prize at the 1953 Venice Film Festival and voted the best foreign film of the year by the Italian critics, have been acquired by Edward Harrison from the Daiei Motion Picture Co. of Tokyo.

"Ugetsu" was produced by Masaichi Nagata, president of Daiei, who also produced "Rashomon." The film is being prepared for an early fall premiere.

'Evil' In 82 July Dates

Twentieth Century-Fox's "Garden of Evil" will have a total of 82 domestic engagements by the end of July, the film company disclosed here yesterday.

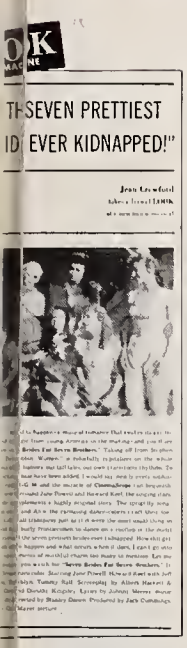
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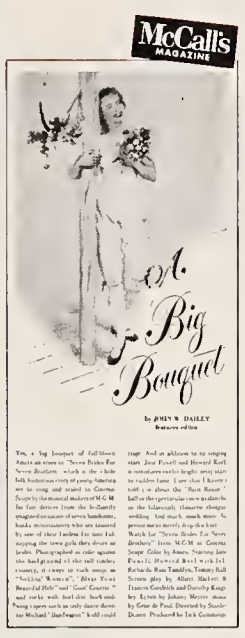
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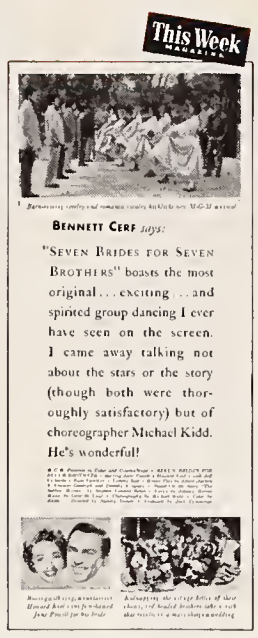
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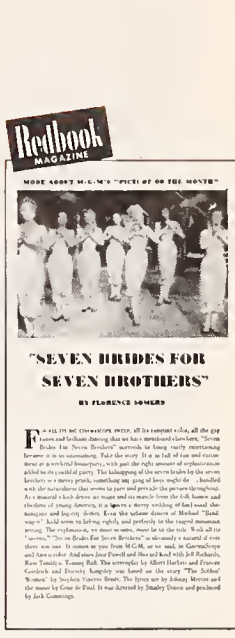












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Music by GENE de PAUL
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ATLANTA	Rhodes	62 Sauth Rhodes Center	7/6	8:30 P.M.
BOSTON	Loew's State	205 Massachusetts Ave.	7/9	10 A.M.
BUFFALO	Amherst	3500 Main St., University Plaza	7/6	8:30 P.M.
CHARLOTTE	Monor	606 Providence Raad	7/9	10 A.M.
CHICAGO	Previously Trade Shown			
CINCINNATI	Westwood	3118 Harrisan Ave.	7/8	2 P.M.
CLEVELAND	Fairmount	Warrensville and Fairmaunt Roads	7/7	2 P.M.
DALLAS	Majestic	1925 Elm St.	7/7	9:30 A.M.
DENVER	Tower	2245 Kearney St.	7/6	11 A.M.
DES MOINES	Des Maines	517 Grand Ave.	7/8	9:30 A.M.
DETROIT	Beverly	10709 Grand River Ave.	7/7	2 P.M.
INDIANAPOLIS	Arlington	1025 North Arlingtan	7/7	2 P.M.
JACKSONVILLE	Florido	134 E. Forsyth St.	7/6	10 A.M.
KANSAS CITY	Brookside	6329 Broakside Plaza	7/6	2 P.M.
LOS ANGELES	Boulevord	Washingtan and Vermont	7/7	2 P.M.
MEMPHIS	Park	3527 Park Ave.	7/7	2:30 P.M.
MILWAUKEE	Avalon	2473 Sa. Kinnickinnic	7/8	8:00 P.M.
MINNEAPOLIS	Uptown	2906 Hennepin Ave.	7/6	8:30 P.M.
NEW HAVEN	Poli	23 Church St.	7/8	10:15 A.M.
NEW ORLEANS	Lakeview	800 Horrison Ave.	7/6	3:15 P.M.
NEW YORK	Previously Trade Shown July 1st			
OKLAHOMA CITY	Ploza	1725 N. W. 16th St.	7/8	1:30 P.M.
OMAHA	Dundee	4952 Dodge St.	7/7	2 P.M.
PHILADELPHIA	City Line Center	City Line W. of Hoverford Rd.	7/8	10 A.M.
PITTSBURGH	Schenley	3960 Farbes St.	7/6	11 A.M.
PORTLAND	Laurelhurst	2733 E. Burnside St.	7/7	2 P.M.
ST. LOUIS	Esquire	6706 Claytan Road	7/6	1:30 P.M.
SALT LAKE CITY	Villa	3092 Highlond Drive	7/8	1:30 P.M.
SAN FRANCISCO	Alhambro	Polk and Green Sts.	7/7	2 P.M.
SEATTLE	Egyption	4543 University Way	7/6	8:30 P.M.
WASHINGTON	Apex	4813 Mossachusetts Ave.	7/6	11 A.M.

Procurement of Top Production Talent Is Problem: Aldrich

A major problem which confronts both independent producer and major studio in Hollywood is the procurement of top creative talent, Robert Aldrich, contract director for Hecht-Lancaster Productions, said here yesterday.

Currently conferring with United Artists officials on "The Way We Are," a film which he hopes to produce and direct as an independent, Aldrich revealed that television is "taking the cream of the crop" away from motion picture feature production. "And since the independent producer pays higher wages, he gets first crack at the best," he said.

Just Finished Two Films

Stating that over-all independent production is more efficient and quicker, Aldrich said that "everyone pitches in to get the job done and takes greater pride in his work. Aldrich just completed the directorial chores of "Vera Cruz," a Hecht-Lancaster film shot in Mexico, and the about-to-be-released "Apache," which UA is to distribute.

Aldrich revealed that "Vera Cruz" may be released in an anamorphic process. The film was shot with the 35 mm. frame nine per cent off center for SuperScope prints. However "the delay in the availability of SuperScope lenses and prints may squash that hope entirely," he said.

'Divorce' To Plaza

"Edge of Divorce" will have its American premiere tomorrow at the Plaza Theatre here. It is a Kingsley release.

Review

"Garden of Evil"

(20th Century-Fox)
(CinemaScope)

THE first CinemaScope production containing sequences photographed with the new Bausch & Lomb anamorphic lens should prove to be an unforgetable experience for audiences viewing the improved media for the first time, as well as a welcome shot in the arm for box offices all over the country. For a film of this kind, employing natural settings and using a minimum of sets, the new lens, coupled with color by Technicolor, form a team which adds astonishing beauty and realism to a well acted and believable story.

The CinemaScope outdoor adventure drama stars Gary Cooper, Susan Hayward and Richard Widmark. Hugh Marlowe, Cameron Mitchell and Victor Manuel Mendoza head a fine supporting cast.

Filmed entirely in Mexico, "Garden of Evil" is the story of four men and a woman and their trek into the Mexican jungles. The group is bent on rescuing Miss Hayward's husband trapped in a gold mine in unexplored and Indian-infested country.

Along the line of march, each character's personality and inner thoughts are laid bare with the distant gold the major catalyst prompting their human reactions. Cooper, Widmark and Mitchell are three soldiers of fortune stranded in Mexico when Miss Hayward finds them and begs them to help rescue her husband, Marlowe.

Tempted by a $2,000 reward the four men agree to follow the woman into the interior. It is during the trek to the mine that several outstanding examples of the new Bausch & Lomb lens prove its worth. Of particular note are the after dark sequences, when the company camps for the night. In others, magnificent panoramic glimpses of the Mexican jungle and mountain ranges are shown.

The story takes a dramatic twist when the party finds Marlowe injured in the mine shaft. Before leaving the isolated mine, he becomes bitter toward his wife. Suspicious of the manner in which she found four men to help her, he becomes certain that she returned for the sake of the gold alone.

At this point the presence of a band of Apaches nearby, ready to sweep down on the whitemen, is discovered.

One by one the party is killed off by the Indians, until Cooper, Widmark and Miss Hayward remain. Widmark stays behind to hold off the savages on a mountain trail, but Cooper returns to aid him. He finds the adventurer mortally wounded, and Widmark dies in his arms. Cooper leaves to rejoin Miss Hayward.

Charles Brackett produced and Henry Hathaway directed. Frank Fenton wrote the screenplay from a story by Freiberger and William Tunberg. Milton Krasner and Jorge Stahl directed the photography and captured as much beauty, color and panoramic sweep as has been seen on any screen.

Running time, 100 minutes. General classification. For release in July.

FRANCIS BACKILMAN

National Pre-Selling

Unique Campaign for "Seven Brides"

An unusual aspect of M-G-M's national magazine campaign for "Seven Brides for Seven Brothers" is the magazine style of layouts, different for each publication, and with the text for each of seven of the magazines by-lined by a writer for the publication.

Look's ad is headed "The Seven Prettiest Brides Ever Kidnapped," by Joan Crawford; for *Woman's Home Companion* the heading is "An Editorial Whee," by Phil Hartung; in *McCall's* it is headed "Big Bouquet," by John Dailey; in *Parents'* the heading is "You're Invited to a Hoedown!" by Catherine C. Edwards; *This Week* heads it "Bennett Cerf says:"; *Parade* heads it ". . . The Fresh-as-a-Daisy Musical," by Kay Sullivan; *Redbook* calls it "More About M-G-M's Picture of the Month," by Florence Somers; in a pictorial style layout, with stills and captions, *Life's* ad calls it "In Hit Category."

Additionally, "Seven Brides" will be featured in "Picture of the Month" columns in 11 magazines, and in the complete list of fan magazines. There will also be newspaper teaser campaigns in 50 cities and a display campaign in 55 cities; also a radio spot drive in 34 cities and on network TV. It is estimated that the printed messages alone will be seen 298 million times during July and August.

There are other special facets in the program of activities planned by M-G-M to make America "Seven Brides-conscious": For example, five of the "brides" from the picture will visit Houston immediately prior to the premiere, for contact with newspapers and TV and radio stations, and to make public appearances. The five girls will then be assigned separately to 32 key cities for similar purposes. All in all, "Seven Brides" is to receive quite a campaign.

•

As the initial step in a planned intensification of service to advertisers, Roger Fawcett, vice-president, general manager of Fawcett Publications, announces the appointment of James B. Boynton as vice-president and national advertising director.



J. B. Boynton

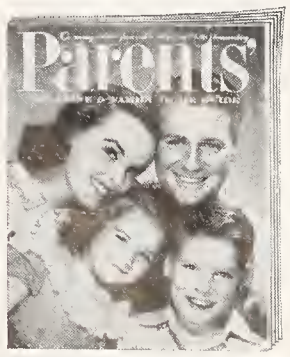
"Jim" Boynton is a well-known figure in the publishing world. He spent some 10 years here in the national magazine field, and achieved recognition as a speaker and sales presentation strategist. It was his flair for the group presentation that caused Dale Carnegie to include him in the now famous "How to Win Friends and Influence People." He then moved to "The American Weekly" where he directed the coordination of advertising, research and editorial functions—the results of which also won him the respect of leaders in the motion picture field.

WALTER HAAS

PARENTS' MAGAZINE
is proud to present the
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to the
Metro-Goldwyn-Mayer production of
SEVEN BRIDES for SEVEN BROTHERS
as the best film for the month of June for the whole family to see and enjoy.



PARENTS' MAGAZINE
52 Vanderbilt Ave., New York 17
Guide to family living to 1,625,000* families with 3,250,000 children of all ages . . . 5,550,000 monthly readership. *Effective September 1954 issue.

RKO Offers to Buy Hughes' Holdings

The offer by RKO Pictures to buy Howard Hughes' 1,262,120 shares of common stock at $6 per share would place Floyd Odlum's Atlas Corp. in a stronger position to acquire the company if Hughes accepted the offer, according to Wall Street sources. It was reported here yesterday that a group of top Atlas executives have flown to the Coast, presumably to confer with Odlum on the next move.

Inasmuch as the physical assets of RKO Pictures were sold to Hughes for $23,489,478, Atlas would be buying only the corporate structure and the name if a deal should materialize. The sale of the stock by Hughes would leave the Atlas Corp. as the largest individual stockholder, owning in excess of 1,200,000. Hughes holds 1,262,000 shares. Almost 933,000 shares have been tendered by stockholders under the company's offer to buy up the stock at $6 per share. Approximately 500,000 shares remain in the hands of the public. The period in which they may be tendered and retired has been extended to July 31.

Should Hughes accept the RKO Pictures offer, it is not known whether the corporation would retire his holdings or offer them to Atlas. The latter would need to have 95 per cent of the stock not redeemed in order to be eligible to make use of RKO Pictures' huge tax loss carry-over, which is regarded as the inactive company's strongest attraction for prospective purchasers.

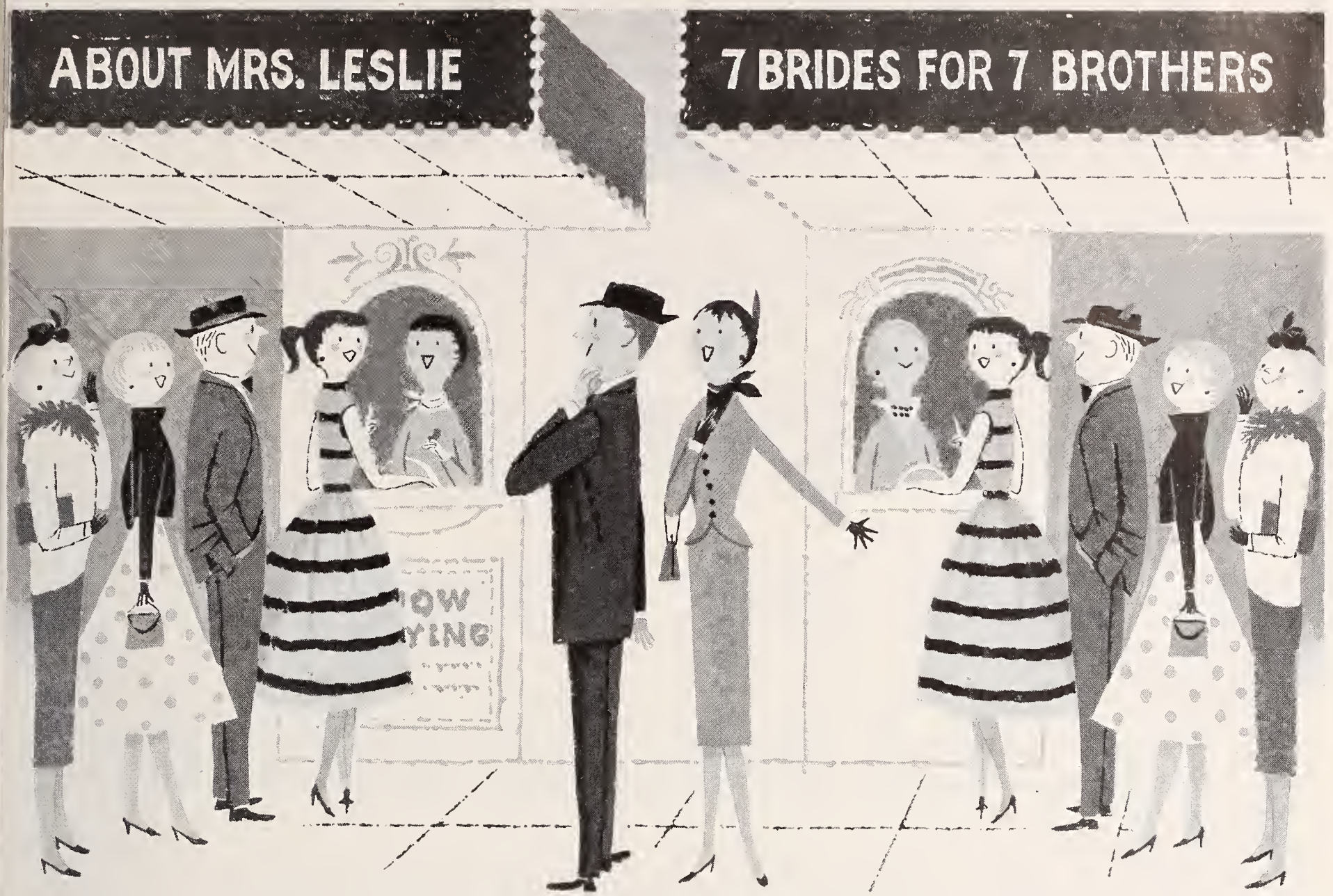
7 Reasons
why MGM chose McCall's to carry a two-color advertisement for
"7 BRIDES for 7 BROTHERS"

* * *

1. McCall's is the nation's third largest magazine (4,557,861—ABC, Dec., 1953)
2. McCall's is the nation's *No. 2 seller* on the newsstands
3. McCall's reaches 1 out of 6 women in the homes in your area
4. McCall's has always given editorial support to motion pictures
5. McCall's will help MGM pre-sell "7 Brides for 7 Brothers"
6. McCall's influences women and their families—the backbone of your box-office
7. MGM's ad in August McCALL'S will *build box-office for you.*

* * *

McCall's
—edited for the *Woman and Her Family*



"I wish I were twins when two COMPANION-approved movies are in town at once!"

Which COMPANION-approved movie to go to?

It's a hard decision to make but they'll probably see both of them before the run is over. The authoritative movie review in each month's COMPANION has become a safe-and-sure guide for many a family.

The power of this stamp of approval is felt strongly in the box office—and as a result, you'll be seeing more and more COMPANION-approved movies. Theater managers know a good thing when they see it!

No wonder Hollywood has invested more money in the COMPANION over the past seven years than in any other monthly magazine!*

**Except, of course, the fan magazines.*

Currently advertised in the COMPANION

About Mrs. Leslie.....Paramount

7 Brides for 7 Brothers.....MGM

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVE., N.Y. 19, N.Y.—PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIER'S, THE AMERICAN MAGAZINE, COLLIER'S ENCYCLOPEDIA.

Allied

(Continued from page 1)

not be ready with its data for a few weeks yet, and on the other hand wanted to have the meeting well out of the way before the Allied summer board meeting at the end of August. Other Allied officials said late July seemed a likely time for the first session with the distributors.

An additional reason for the late July date is that general counsel Myers, who would be a key man in such a meeting, will not return from his vacation until July 22.

Marcus said Allied definitely would not take up these complaints with the Justice Department or other government bodies until it has met with the distributors and until after the board's summer meeting has had a chance to analyze the distributors' stands. Any decision to go to the government would probably be made by the board, another committee member declared.

McKenna to RCA Post

CAMDEN, N. J., June 29.—George L. McKenna has been appointed manager of the Theatre and Industrial Marketing Department, Engineering Products Division, Radio Corporation of America, it was announced yesterday by Theodore A. Smith, vice-president and general manager of the division.

Set IA Meet Plans

CINCINNATI, June 29.—Advance arrangements are in progress for the IATSE convention to be held here Aug. 9-13. Headquarters will be at the Netherland Plaza, while the meetings will be held in Music Hall, according to William Lynn, business agent of Projectionists' Local 327, head of the executive committee in charge of arrangements.

Heads Radio-TV Group

William H. Fineshriber, Jr., vice-president in charge of the National Broadcasting Co. radio network, has accepted the chairmanship of the American Jewish Tercentenary Committee on radio and television.

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Reviews

"Her Twelve Men"

(M-G-M)

COMEDY and pathos are combined in this production to make it well-balanced entertainment for the entire family. The plot is believable and the comedy moments are tastefully presented. Greer Garson and Robert Ryan in the top roles give polished performances.

Greer Garson is a highly imaginative young lady who had constantly daydreamed herself to such glamorous heights as aerialist with the circus, opera star, Hollywood idol and such. A sudden, unexpected end to her marriage brings her crashing to earth and leaves her alone and frightened. Although she has never done any teaching before, she managers to obtain such a position at The Oaks—an ultra-exclusive school for boys, through social pull. She is put in charge of a group of twelve poor little rich boys known as the Acorns, youngest at the school. One of her big problems is created when the lads immediately voice their disapproval of a woman teacher.

Miss Garson's other problem is Robert Ryan, head of the lower or younger school. Ryan is a very frank individual with a sincere interest in his profession and his pupils. He does not believe Miss Garson is qualified and says so. The pace of the story is quick and sure as Miss Garson, though on the verge of resigning several times, brings the production to its happy climax by finally winning the confidence and love of both the boys and Ryan.

A competent job of directing is turned in by Robert Leonard. The film was shot in AnscoColor. The producer was John Houseman.

Running time, 91 minutes. General classification. For release, Aug. 20.

"Apache"

(Hecht-Lancaster-UA)

THE first of seven Hecht-Lancaster productions for United Artists is the historical account of the last Apache warrior, Massai, who waged a one-man war against the U. S. Army. "Apache," in color by Technicolor, is a superior film of its kind, bringing to the screen an exciting and sensitive story. It should receive a warm reception from every type of audience.

Filmed in an aspect ratio of 1.85-1, "Apache" stars Burt Lancaster and Jean Peters. John McIntire and Charles Buchinsky head up a supporting cast which matches the fine performances of the film's stars.

The story is told from the Indians' point of view, and relates the adventures of Lancaster, as the last remaining Apache opposing white settlement of the Southwest. It tells of his one-man war against them and the Army, and the love which finally forces him to turn to peace. Miss Peters plays his Apache sweetheart in a role performed with conviction and skill.

Lancaster escapes a prison train transporting Apache warriors from their reservation to isolation in the Florida swamps. He returns on foot in an adventure filled trek to avenge himself on his white enemies.

In the midst of the destruction, he rides off with Miss Peters, whom he believes is one of his betrayers. They escape to a mountain retreat in the Far West, where the Army finally tracks them down.

Realizing his love for Miss Peters, who is about to bear his child, Lancaster prepares to die a warrior's death as the soldiers, led by chief scout McIntire, close in. As they are about to shoot Lancaster in the film's dramatic climax, the adversaries hear the cry of the new-born baby. Lancaster stands up and walks in the direction of his wife. No one fires as the Apache throws down his rifle, signifying peace in the future.

Harold Hecht produced and Robert Aldrich directed. James R. Webb wrote the screenplay from the novel "Broncho Apache" by Paul I. Wellman. The photography of Ernest Laszlo, and David Raskin's score are worthy of special mention.

Running time, 91 minutes. General classification. For release in July.

F. B.

Five For AA Begin Production in July

Five films slated for Allied Artists release will begin production in July, according to an Allied spokesman. On July 7, producer Ben Schwalb will put "Bowery to Bagdad" before the cameras with Leo Gorcey and Huntz Hall starred. On the same day, Herman Cohen's production on "Target Earth" will roll.

On July 15, producer Lindsley Parsons will launch filming of "Ketchikan," in Ketchikan, Alaska, and in the middle of the month "The Black Prince" in CinemaScope will roll, with Allied Artists executive producer Walter Mirisch handling the production reins.

"The Annapolis Story," in color, begins on July 21.

Adler Appointed

HOLLYWOOD, June 29.—Buddy Adler has been appointed by Arthur Freed, president of the Screen Producers Guild, to the executive committee of the Guild.

Reactivated Tent in Ohio Elects Board

COLUMBUS, O., June 29.—An eleven-member temporary board of directors was elected by the reactivated Columbus Variety Club, Tent No. 2, replacing a steering committee. The board includes: Charles Sugarman, World; Lee Hofheimer, Miles theatres; Milton Yassenoff, Academy theatres; Robert Wile, secretary of the Independent Theatre Owners of Ohio; Robert Nelson, of Nelson's Magic Shop; Ralph Shiflet, Dispatch ad solicitor; Paul Frank, WHKC newscaster; Robert Hutchison, WLW-C, and Bert Charles, manager of WVKO.

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Para. Appeals

(Continued from page 1)

last week are based upon alleged improper admission of the consent judgement entered in the U. S. against Paramount case and that there was an absence of proof of any conspiracy against the Villa Theatre. It was learned that a hearing on this may take place in the fall.

It also is the first time in anti-trust court history, it is understood, that a court has enjoined the distribution of films in splitting a city into two separate areas. Judge Ritter's injunction, granted after a jury trial, is on an experimental basis for one year with both defendant and plaintiff allowed to ask for a release if a hardship is involved. The court also ordered that bids be opened before all interested parties before being awarded.

The defendants were ordered to pay attorneys' fees of $27,500, court costs of about $7,400 besides triple damages of $60,000 to the Villa Theatre. Paramount, AB-PT and Intermountain Theatres were also ordered to post a bond of some $100,000 which included estimated appeals costs.

Korean Relief

(Continued from page 1)

presumably to be called by the Council of Motion Picture Organizations some time in the future.

The President opened the White House meeting by praising the work done by the industry in the past in support of outstanding public causes. Then Dr. Howard Rusk and Henry Clay Alexander, of the American Korean Foundation, asked the industry to make the money-raising drive this fall. Rusk told the industry officials that the theatre collections netted more than half the money the Foundation took in last year.

Attending the luncheon were these industry officials: John Balaban, Benjamin Berger, Myron Blank, Harry Brandt, Robert Coyne, Si Fabian, Myer Fine, Emanuel Fritsch, Edwin Gage, Monte F. Gowthorpe, I. J. Hoffman, Jack Kirsch, Al Lichtman, Ben Marcus, E. D. Martin, Pat McGee, A. F. Myers, Thomas F. Pappas, Sam Pinanski, Louis W. Schine, Theodore Schlanger, Sol A. Schwartz, Charles Skouras, George P. Skouras, Spyros Skouras, Wilbur Snaper, Ernest Turnbull, Joseph R. Vogel, R. B. Wilby and Nathan Yamins.

"Garden" Here July 9

"Garden of Evil," Twentieth Century-Fox CinemaScope production filmed on location in Mexico, will have its New York premiere at the Roxy Theatre on July 9.

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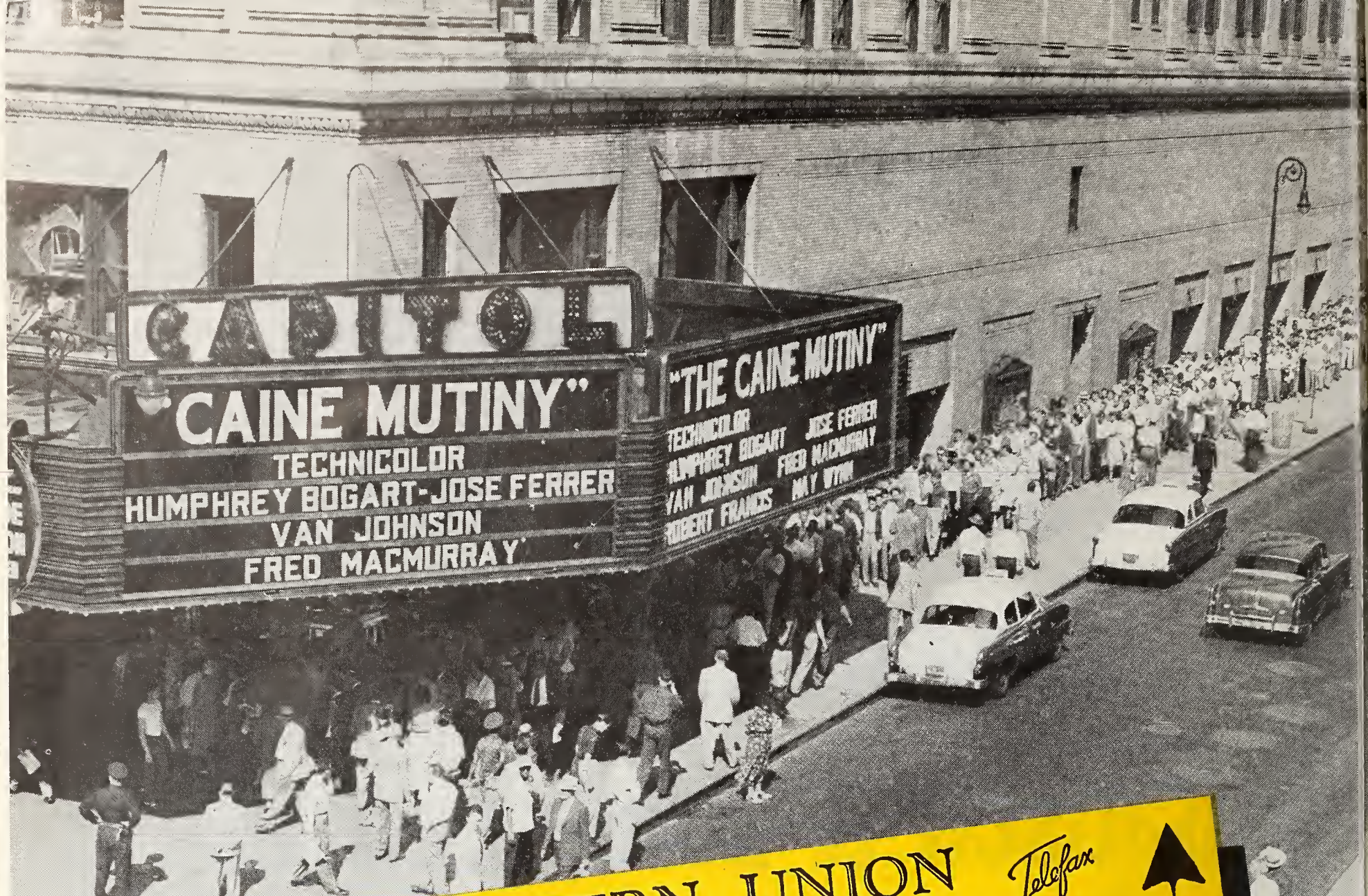
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MR. ABE MONTAGUE
COLUMBIA PICTURES CORP., N.Y.

I CANNOT REFRAIN FROM CONGRATULATING YOU AND YOUR COMPANY BOTH ON YOUR PICTURE "THE CAINE MUTINY" AND ON THE PHENOMENAL BUSINESS WHICH WE HAVE DONE THUS FAR IN THE FIRST WEEK AT THE CAPITOL THEATRE, NEW YORK. NEVER IN THE HISTORY OF THE THEATRE HAVE WE HAD SUCH CROWDS AND SUCH GROSSES DURING ANY WEEK IN JUNE. THE FACT THAT THE FIRST WEEK OF "CAINE" WILL GROSS WELL OVER THE SIX FIGURE MARK UNQUESTIONABLY PROVES THE TREMENDOUS BOXOFFICE PULL OF THIS ATTRACTION. I AM CONFIDENT THAT THE WEEKS TO COME -- AND THE MONTHS TO COME -- WILL ENABLE US TO TURN OVER TO COLUMBIA THE GREATEST FILM RENTAL THIS THEATRE HAS EVER PAID IN ITS HISTORY. AND THAT INCLUDES THE RENTAL WE PAID YOU ON "FROM HERE TO ETERNITY".

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